



COMMUNITY ENGAGEMENT OUTCOMES REPORT

Paid Parking Business Survey

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OVERVIEW

Businesses located within the paid parking zone of the Joondalup City Centre were invited to provide feedback from Friday 15 February 2019 to Thursday 14 March 2019 on potential changes to paid parking conditions in the Joondalup City Centre as part of the Paid Parking Business Survey. Local businesses were directly invited to participate via email with invitees drawn from the City's database of Joondalup City Centre businesses. The Joondalup Business Association was also sent an email encouraging the Association to share the survey information with its members. The City collected a total of 60 responses throughout the 28-day engagement period, indicating an approximate overall response rate of 22.2%.

Respondents are mainly from the industry sectors: "health care and social assistance" (18), "accommodation and food services" (9), and "professional, scientific and technical services" (7). They are primarily located in the northern section of the paid parking zone where customer parking is mainly serviced by street parking. The majority of respondents indicated that they usually open between 8.00 am and 9.00 am (39) and usually close between 4.00 pm and 6.00 pm (40). Just over half of respondents (34) do not usually open on weekends. A total of 28 respondents indicated that they have 5 workers or fewer present at their business on a usual day, and a further 15 respondents indicated 6–10 workers on average. Just under half of respondents indicated they provide car parking for their workers, and approximately half of respondents estimate that "all" of their workers (22) or "most" of their workers (8) currently utilise paid parking.

Respondents were also asked to estimate how many customers frequent their business on a usual day. Approximately a quarter of respondents indicated either 5 or fewer customers (14), 11–20 customers (16) or 21–50 customers on a usual day (15). The majority of respondents estimated that their customers usually stay at their business for 30 minutes to an hour (24) or 1 to 2 hours (22). Almost all respondents (54) indicated that they do not provide parking for their customers, and the majority indicated that they believe paying for parking influences their customers' decision to frequent their business "a lot" (14) or "a great deal" (21). Over half of respondents estimated that "all" of their customers currently utilise paid parking (33) and a further 13 respondents estimated that "most" of their customers currently utilise paid parking. Respondents also indicated that, to the best of their knowledge, the most commonly used car parks by their workers and/or customers include Reid Promenade Car Park (18), Central Walk Car Park T1 (12), McLarty Avenue Car Park P1 (12) and McLarty Avenue Car Park P2 (12).

Overall, the majority of respondents indicated that they either "support" (10) or "strongly support" (47) the proposal to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking. The majority of respondents indicated that they believe it is "likely" (16) or "very likely" (26) that customers would choose to frequent their business more often. However, fewer than half of respondents indicated that they believe it is "likely" (10) or "very likely" (19) that customers would choose to stay for longer at their business.

General comments from respondents indicated that they believe parking fees and fines are currently too expensive, that parking time limits are currently too restrictive (particularly for street parking), and that ticket machines are often not working. Respondents also indicated that paid parking makes it difficult for them to manage deliveries and that paid parking is impacting on their revenue.

Note that a further survey, the Paid Parking Community Survey, was conducted concurrently with the Paid Parking Business Survey. Both the Business Survey and the Community Survey were cross-referenced, so that interested community members who clicked on the business survey, but were not representing businesses within the paid parking zone of the Joondalup City Centre, were redirected to the online community survey (and vice versa) (see Appendix 4). An analysis of the outcomes from the Paid Parking Community Survey, does not form part of this report, but can be found in the separate Community Engagement Outcomes Report — Paid Parking Community Survey.

STAKEHOLDERS

A total of 217 stakeholders were directly engaged by the City. Stakeholders identified include:

- Businesses located within the paid parking zone of the Joondalup City Centre (City of Joondalup database of businesses) = 216
- Joondalup Business Association

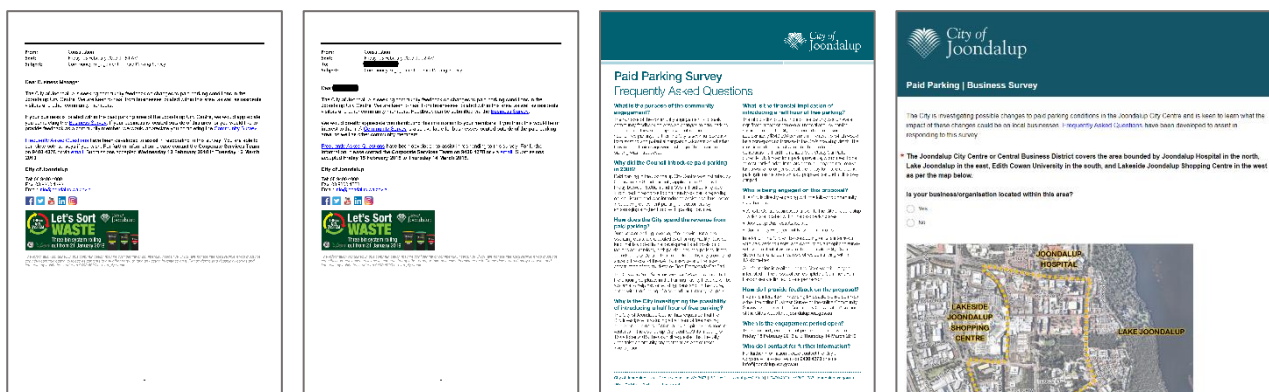
Additional stakeholders, including businesses unknown to the City, were also indirectly engaged by the City via the engagement materials described below.

A further survey, the Paid Parking Community Survey, was conducted at the same time with participants drawn from existing paid parking customers, potential paid parking customers and interested community members. An analysis of the outcomes from this survey can be found in the separate Community Engagement Outcomes Report — Paid Parking Community Survey.

ENGAGEMENT MATERIALS

Local businesses were directly invited to participate in the online business survey via email; participants were drawn from the City's database of Joondalup City Centre businesses. The Joondalup Business Association was also sent an email encouraging the Association to share the survey information with their members. These stakeholders were provided with a link to the survey form and a link to the Frequently Asked Questions.

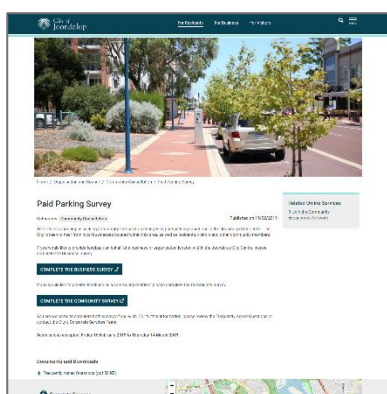
Email to local businesses, email to the Joondalup Business Association, Frequently Asked Questions document and online survey form (see Appendix 1–4 for full):



In addition to directly contacting local businesses and the Joondalup Business Association, the City advertised the engagement to other interested community members via the following means:

- Webpage linked through the Community Consultation section of the City's website visible from Friday 15 February 2019 to Thursday 14 March 2019.
- Twitter post published through the City's Twitter account on Monday 18 February 2019.
- Facebook post published through the City's Facebook account on Monday 18 February 2019.
- Facebook advertisements published from Monday 18 February 2019 to Thursday 14 March 2019.
- Article in the Joondalup Business Online eNewsletter published on Thursday 21 February 2019 online and emailed to subscribers.

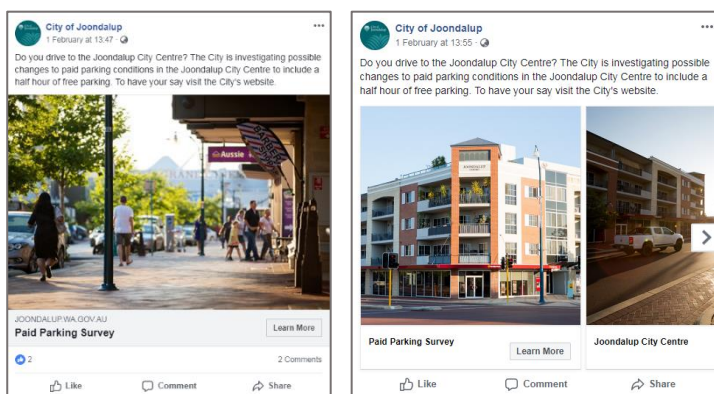
Community Consultation webpage (see Appendix 5 for full):



Social media posts from the City's Twitter and Facebook accounts (see Appendix 6 for full):



Facebook advertisements (see Appendix 7 for full):

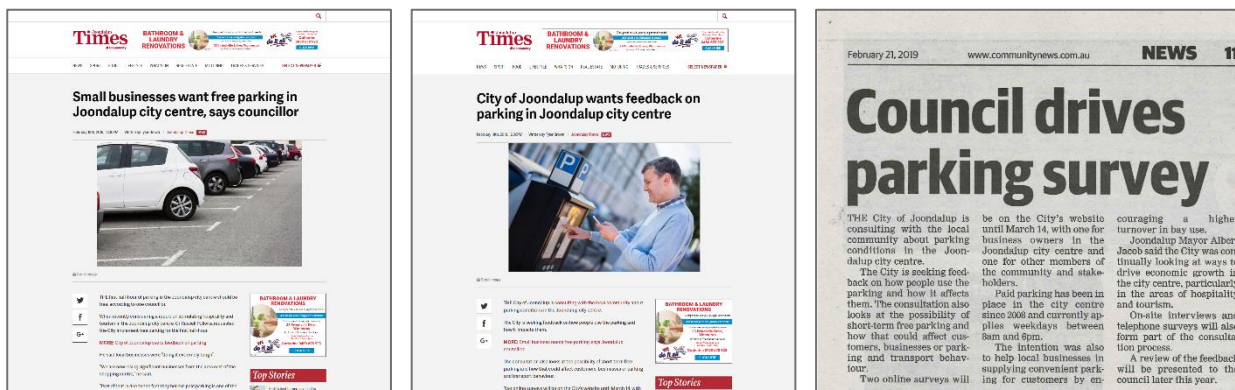


Article in the Joondalup Business Online eNewsletter (see Appendix 8 for full):



Further to the City's communication, two articles about the engagement appeared in the online community newspaper, *Joondalup Times*, on Monday 18 February 2019 and in print in the *Joondalup Weekender* on Thursday 21 February 2019 (page 11). The *Joondalup-Wanneroo Times/Weekender* social media accounts also posted about the engagement on Monday 18 February 2019 on Twitter and Facebook. In addition, an article about the engagement appeared in the Joondalup Business Association eNewsletter on Friday 22 February 2019, and the Association Facebook account posted about the engagement on Tuesday 19 February 2019.

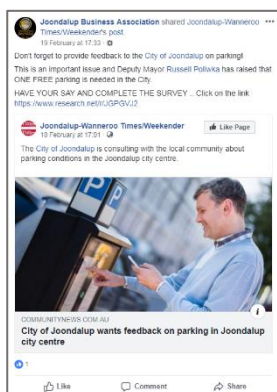
Articles in the online *Joondalup Times* and print *Joondalup Weekender* community newspaper (see Appendix 9–11 for full):



Social media posts from the Joondalup–Wanneroo Times/Weekender Twitter and Facebook accounts (see Appendix 12 for full):



Facebook post from the Joondalup Business Association account (see Appendix 13 for full):



RESPONSE RATE

The City collected a total of 60 valid responses throughout the 28-day advertised engagement period. Responses that were considered valid include all those which contained sufficient contact details to enable identification, were submitted on behalf of business located within the paid parking zone of the Joondalup City Centre, and were submitted within the advertised engagement period. Note that 4 respondents were in fact located *outside* of the paid parking zone; however, these have been included as they were located a relatively short distance away. Where multiple survey forms were received from the same respondent, these were combined into one response.

The survey form contained an initial filter question which included a map of the paid parking zone of the Joondalup City Centre and asked respondents to indicate whether their business was located within this area (see Appendix 4). Those who indicated “No” were redirected to the Paid Parking Community Survey. The response rate for businesses drawn from the City’s database of businesses was 22.2%. A further 12 businesses, who were not engaged directly, also submitted responses. This data is shown in the table below.

	Estimated businesses within the paid parking zone of the Joondalup City Centre	Forms received	Response rate
Responses received by stakeholder type:	N	N	%
Database of businesses	216	48	22.2%
Other businesses (engaged <i>indirectly</i>)	—	12	—

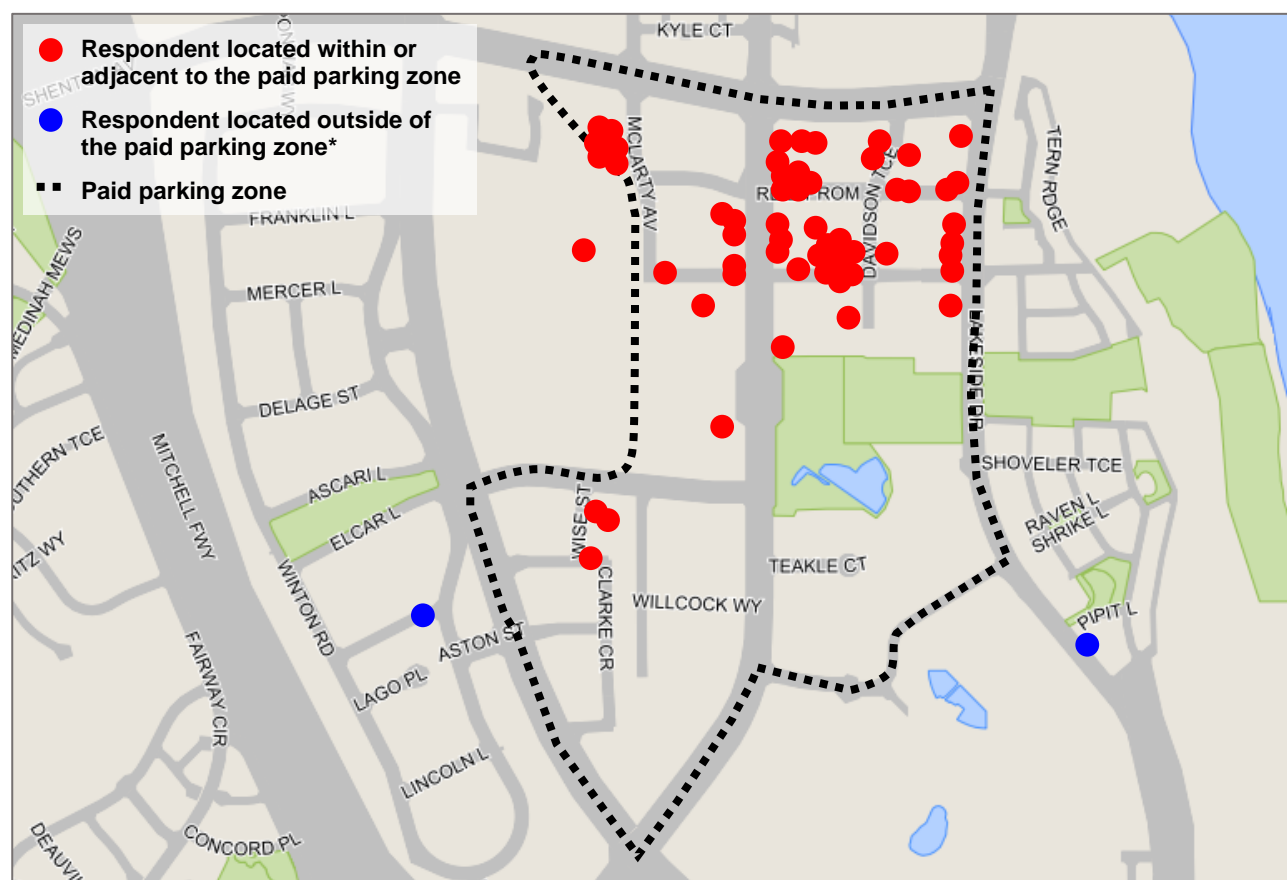
DEMOGRAPHICS

Respondent location

Respondents were asked to identify the location of their business and the majority (56) are located within the paid parking zone of the Joondalup City Centre. This data is shown in the table and map below.

Responses received by location:	N	%
Businesses within paid parking zone	56	93.3%
Businesses outside of paid parking zone	4	6.7%
Total responses	60	100.0%

Responses received by location (locations have been randomly adjusted to protect confidentiality and are indicative only):



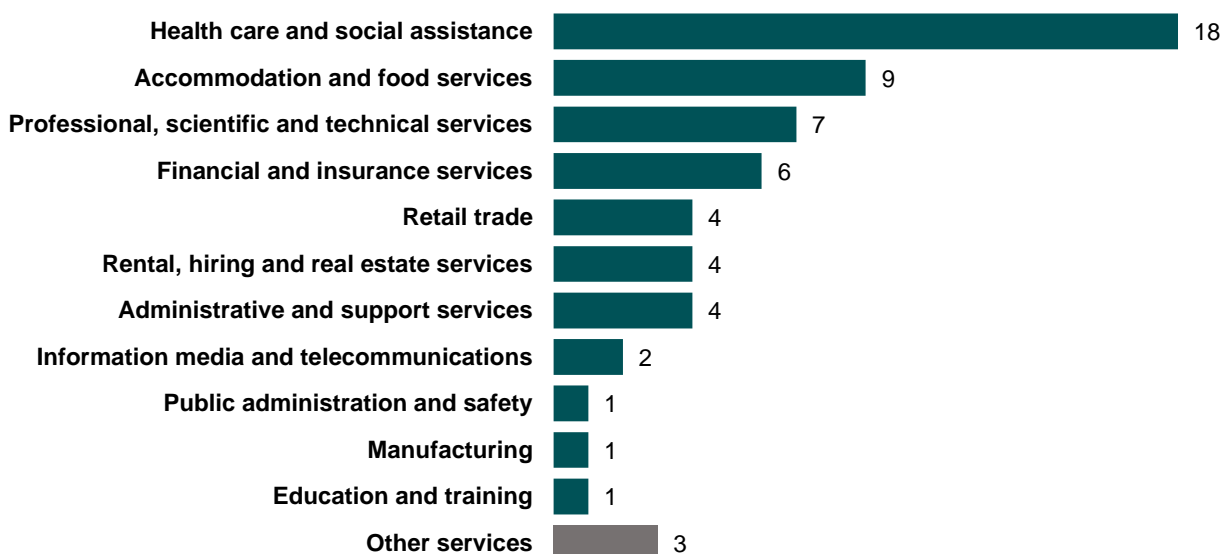
* Note: An additional 2 respondents were outside of the paid parking zone *and* outside of the map area shown.

Respondent industry type

Respondents were asked to indicate what industry type best describes their business from options based on the Australian and New Zealand Industrial Classification (ANZSIC). The most common industry type was “health care and social assistance” businesses (18), followed by “accommodation and food services” businesses (9) and “professional, scientific and technical services” businesses (7). This data is shown in the table and chart below.

Responses received by industry type:	N	%
Accommodation and food services	9	15.0%
Administrative and support services	4	6.7%
Agriculture, forestry and fishing	0	0.0%
Arts and recreation services	0	0.0%
Construction	0	0.0%
Education and training	1	1.7%
Electricity, gas, water and waste services	0	0.0%
Financial and insurance services	6	10.0%
Health care and social assistance	18	30.0%
Information media and telecommunications	2	3.3%
Manufacturing	1	1.7%
Mining	0	0.0%
Professional, scientific and technical services	7	11.7%
Public administration and safety	1	1.7%
Rental, hiring and real estate services	4	6.7%
Retail trade	4	6.7%
Transport, postal and warehousing	0	0.0%
Wholesale trade	0	0.0%
Other services	3	5.0%
Total responses	60	100.0%

Responses received by industry type:

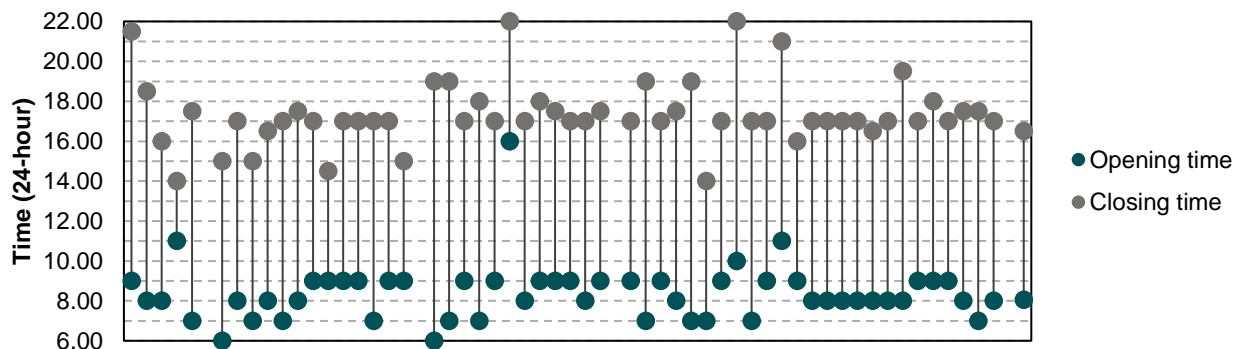


SURVEY FORM QUESTIONS

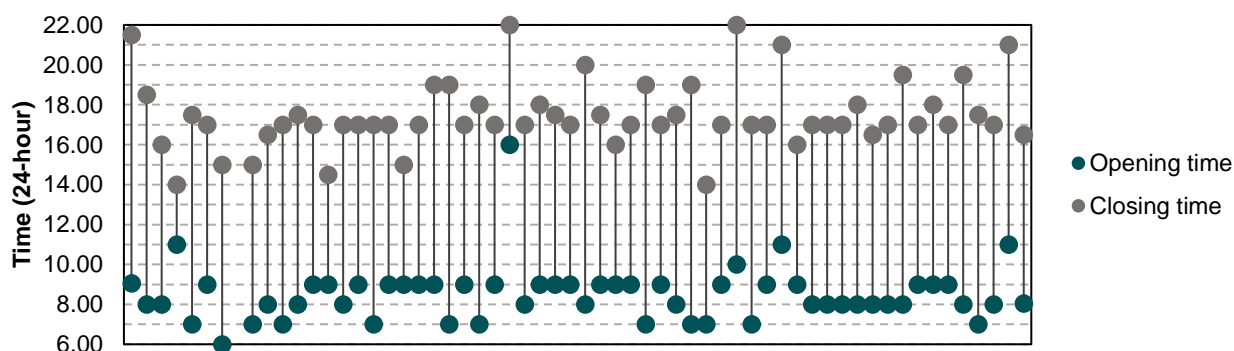
QUESTION: "What are your usual opening/trading hours?"

Respondents were asked to indicate what their usual opening/trading hours were across the week. The majority of respondents indicated that they usually open between 8.00 am and 9.00 am (39) and usually close between 4.00 pm and 6.00 pm (40). Just over half of respondents (34) do not usually open on weekends at all, and only 14 respondents usually opening on Sundays. This data is shown in the charts below.

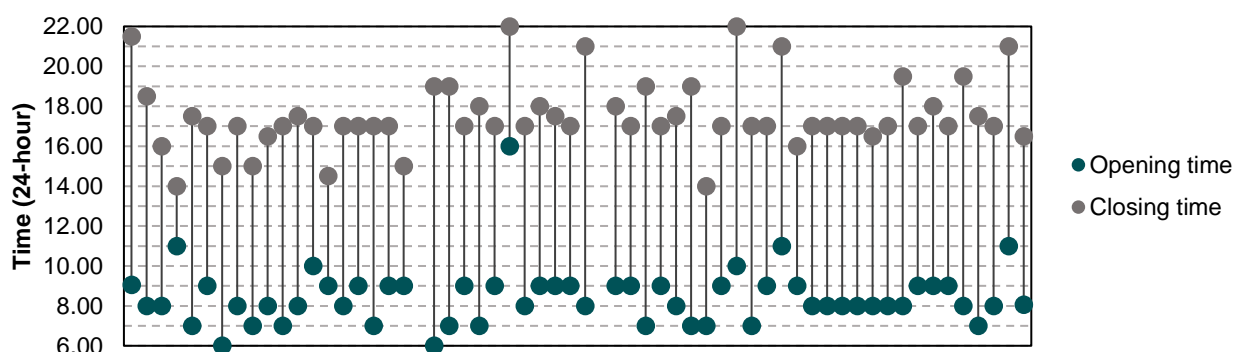
What are your usual opening/trading hours? — Monday:



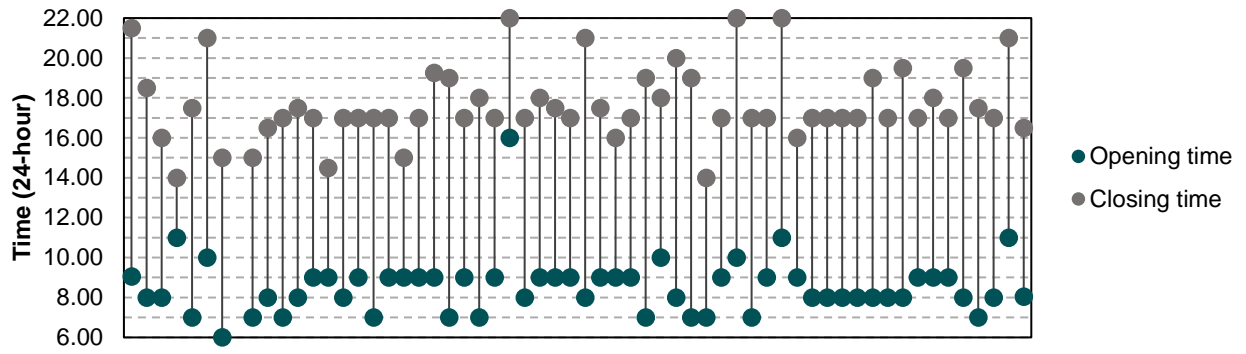
— Tuesday:



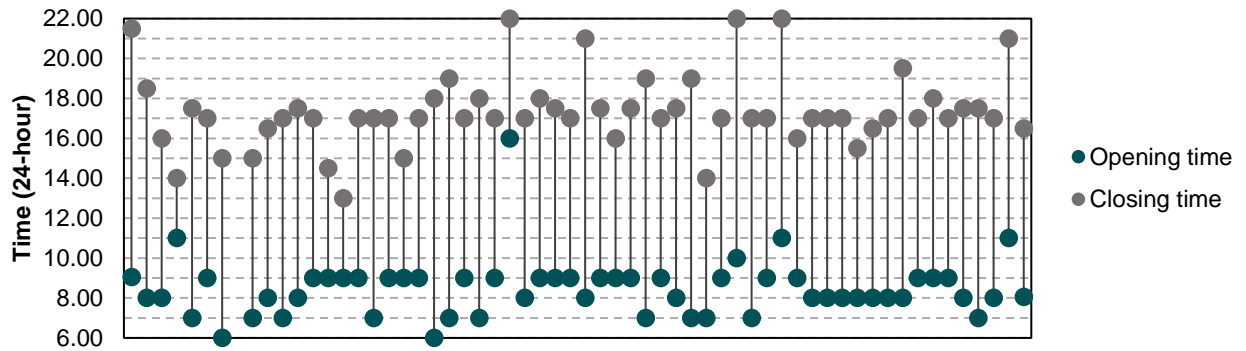
— Wednesday:



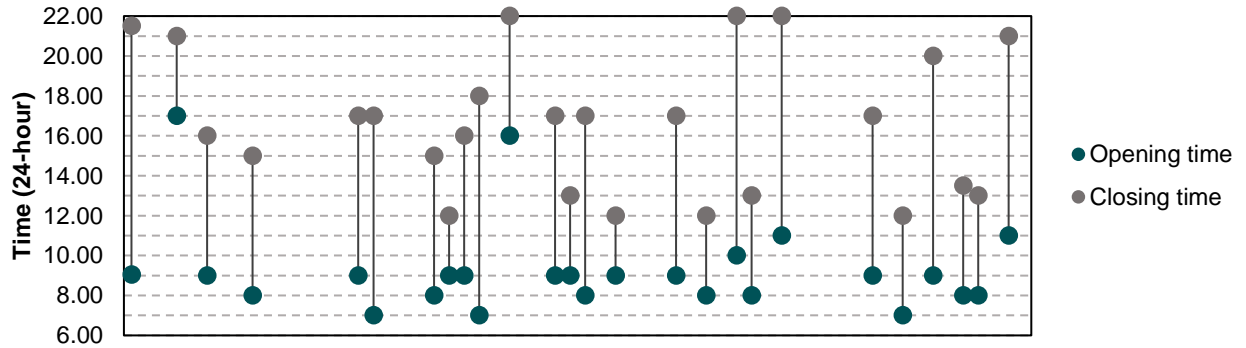
— Thursday:



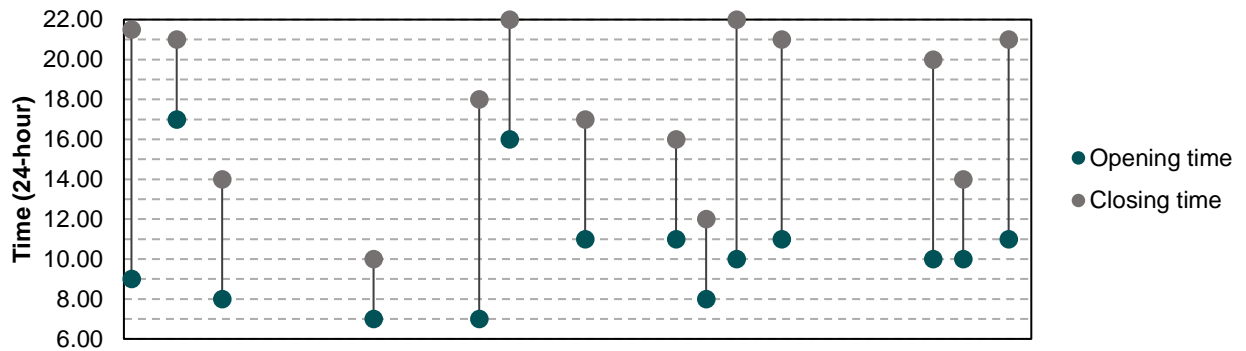
— Friday:



— Saturday:



— Sunday:

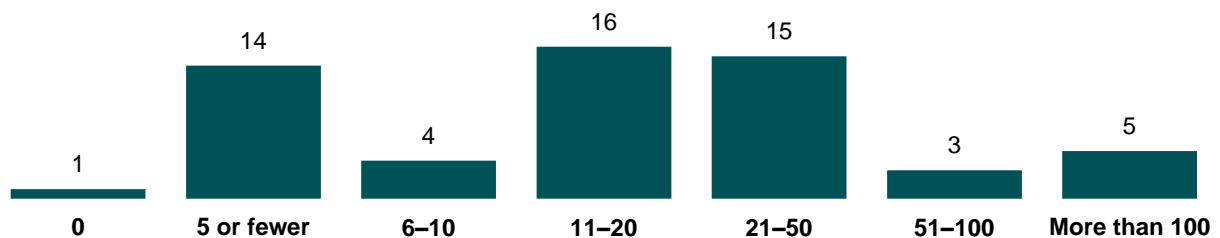


QUESTION: “On average, how many customers would you estimate frequent your business on a usual day?”

Respondents were asked to estimate how many customers frequent their business on a usual day. Approximately a quarter of respondents indicated either 5 or fewer customers (14), 11–20 customers (16) or 21–50 customers on a usual day (15). This data is shown in the table and chart below.

On average, how many customers would you estimate frequent your business on a usual day?	N	%
0 customers	1	1.7%
5 or fewer customers	14	23.3%
6–10 customers	4	6.7%
11–20 customers	16	26.7%
21–50 customers	15	25.0%
51–100 customers	3	5.0%
More than 100 customers	5	8.3%
No response	2	3.3%
Total responses	60	100.0%

On average, how many customers would you estimate frequent your business on a usual day?

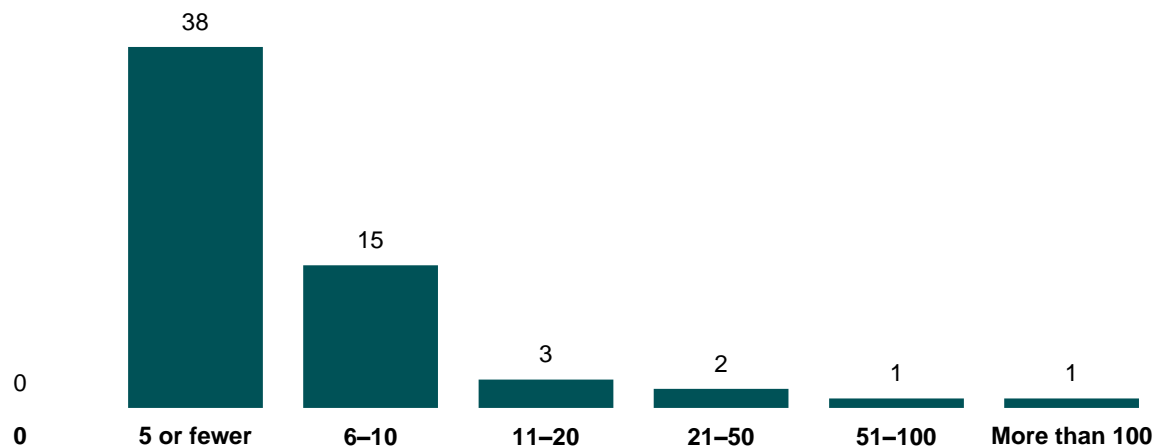


QUESTION: “On average, how many workers are present at your business on a usual day?”

Respondents were asked to indicate how many workers, on average, are present at their business on a usual day. Over 60% of respondents indicated that 5 or fewer workers, on average, are present (28) and a further 15 respondents indicated 6–10 workers on average. This data is shown in the table and chart below.

On average, how many workers are present at your business on a usual day?	N	%
0 workers	0	0.0%
5 or fewer workers	38	63.3%
6–10 workers	15	25.0%
11–20 workers	3	5.0%
21–50 workers	2	3.3%
51–100 workers	1	1.7%
More than 100 workers	1	1.7%
Total responses	60	100.0%

On average, how many workers are present at your business on a usual day?

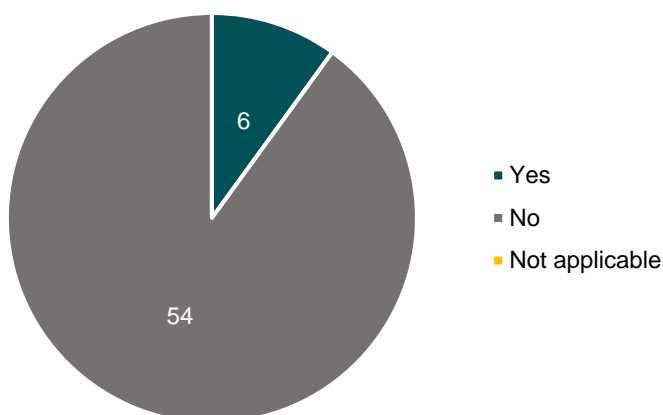


QUESTION: “Do you currently provide car parking for your customers?”

Respondents were asked to indicate whether or not they currently provide car parking for their customers. A total of 10 respondents indicated “yes”. Of these respondents, 3 provided additional comments about the type of parking provided; these comments are provided verbatim below. Overall, these respondents describe that parking for customers is somewhat limited, or that customers use parking allocated for workers. This data is shown in the table and chart below.

Do you currently provide car parking for your customers?	N	%
Yes	6	10.0%
No	54	90.0%
Not applicable (no customers on premises)	0	0.0%
Total responses	60	100.0%

Do you currently provide car parking for your customers?



Verbatim responses* — Do you currently provide car parking for your customers? (N = 3)
<i>We let customers use our private car bays.</i>
<i>Limited, but never available due to other companies taking positions, and chaos in parking situation.</i>
<i>There are a few customer slots available with the office.</i>

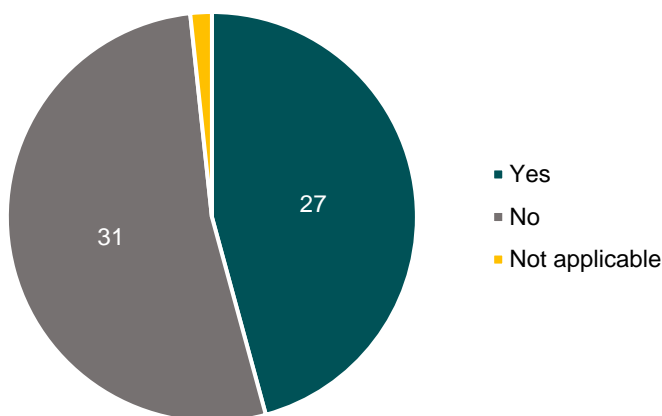
*Note: Words that may identify respondents or contain offensive language have been removed and replaced with square brackets, ie [- - -]. Minor alterations have been to spelling/grammar to enhance readability.

QUESTION: “Do you currently provide car parking for your workers?”

Respondents were asked to indicate whether or not they provide car parking for their workers. Just under half of respondents indicated “yes” (27). Of these respondents, 16 provided additional comments about the type of parking provided; these comments are provided verbatim below. Overall, these respondents describe that parking for workers is somewhat limited (usually 1 or 2 bays only). This data is shown in the table and chart below.

Do you currently provide car parking for your workers?	N	%
Yes	27	45.0%
No	31	51.7%
Not applicable (no workers on premises)	1	1.7%
No response	1	1.7%
Total responses	60	100.0%

Do you currently provide car parking for your workers?



Verbatim responses* — Do you currently provide car parking for your workers? (N = 16)
4 bays in reserved car park behind business.
Limited bays as part of tenancy agreement with [- - -].
2 parking bays as part of strata complex for staff.
Parking at rear of our shop — 4 car bays.
We have 2 bays, so never enough.
Lakeside Shopping Centre
Only some bays available to senior staff and fleet vehicles.
1 parking bay is applicable per day.
1 bay in a private car park.
We have an allocated spot with the office.
If no garages are available, we provide a \$100 parking permit or a permit from house.
1 bay
2 bays only; however, we have 5–6 staff most days.
Two workers parking.
We pay our workers' parking as they cannot afford to pay. They work half day but have to pay \$8 for parking.
Limited, but never available due to other companies taking positions, and chaos in parking situation.

*Note: Words that may identify respondents or contain offensive language have been removed and replaced with square brackets, ie [- - -]. Minor alterations have been to spelling/grammar to enhance readability.

QUESTION: “Approximately how long do your customers usually stay at your business for?”

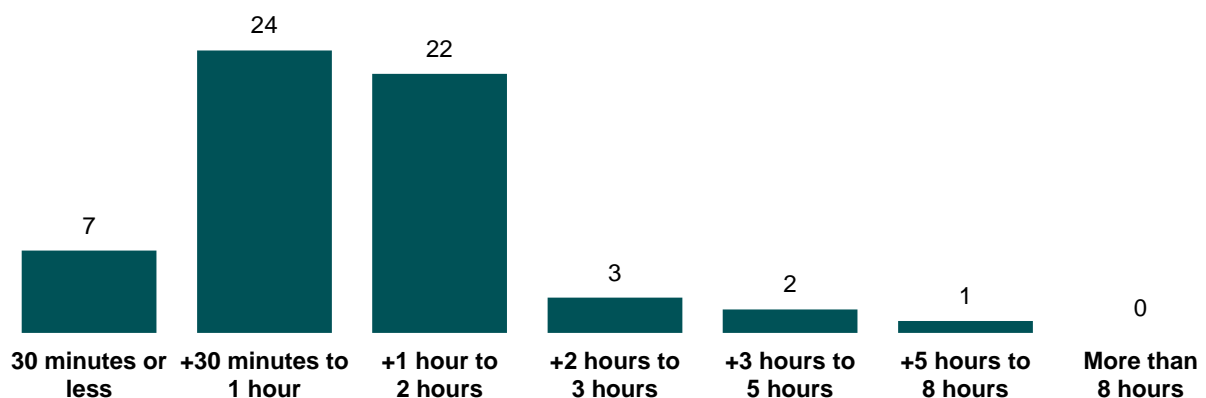
Respondents were asked to estimate how long their customers usually stay at their business for from the following options:

- 30 minutes or less
- +30 minutes to 1 hour
- +1 hour to 2 hours
- +2 hours to 3 hours
- +3 hours to 5 hours
- +5 hours to 8 hours
- More than 8 hours
- Not applicable (no customers on premises)

The majority of respondents estimated that their customers usually stay at their business for 30 minutes to an hour (24) or 1 to 2 hours (22). This data is shown in the table and chart below.

Approximately how long do your customers usually stay at your business for?	N	%
30 minutes or less	7	11.7%
+30 minutes to 1 hour	24	40.0%
+1 hour to 2 hours	22	36.7%
+2 hours to 3 hours	3	5.0%
+3 hours to 5 hours	2	3.3%
+5 hours to 8 hours	1	1.7%
More than 8 hours	0	0.0%
Not applicable (no customers on premises)	1	1.7%
Total responses	60	100.0%

Approximately how long do your customers usually stay at your business for?

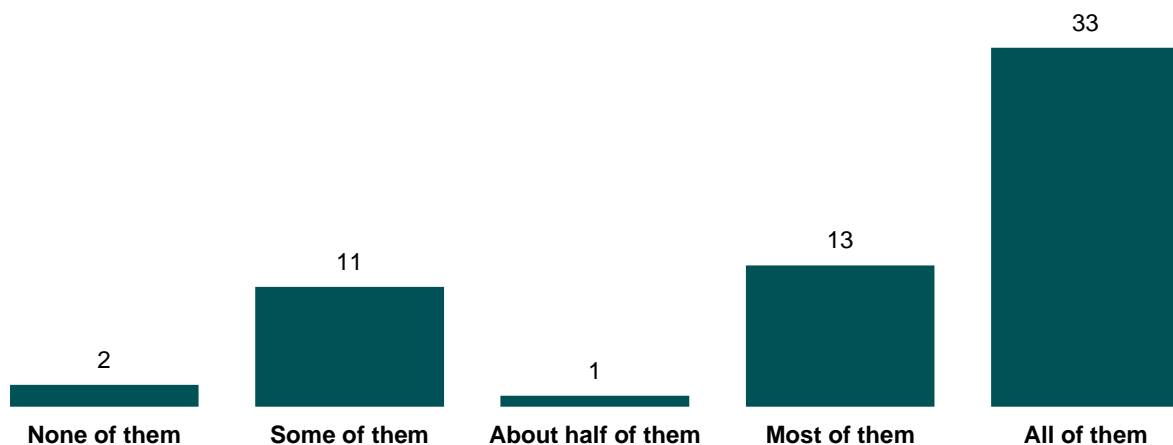


QUESTION: “To the best of your knowledge, how many of your customers currently utilise paid parking?”

Respondents were asked to estimate how many of their customers currently utilise paid parking on a 5-point scale from “none of them” to “all of them”. Over half of respondents estimated that all of their customers currently utilise paid parking (33) and a further 13 respondents estimated that most of their customers currently utilise paid parking. This data is shown in the table and chart below.

To the best of your knowledge, how many of your customers currently utilise paid parking?	N	%
None of them	2	3.3%
Some of them	11	18.3%
About half of them	1	1.7%
Most of them	13	21.7%
All of them	33	55.0%
Not applicable (no customers on premises)	0	0.0%
Total responses	60	100.0%

To the best of your knowledge, how many of your customers currently utilise paid parking?

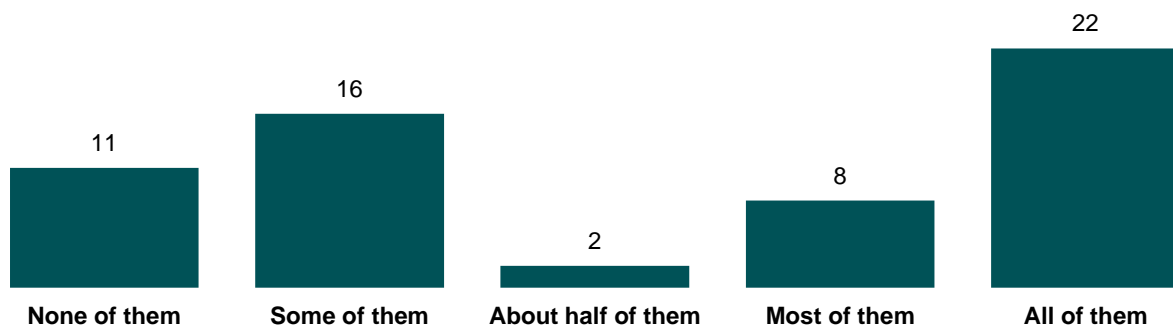


QUESTION: “To the best of your knowledge, how many of your workers currently utilise paid parking?”

Respondents were asked to estimate how many of their workers currently utilise paid parking on a 5-point scale from “none of them” to “all of them”. Approximately half of respondents estimated that all of their workers (22) or most of the workers (8) currently utilise paid parking. This data is shown in the table and chart below.

To the best of your knowledge, how many of your workers currently utilise paid parking?	N	%
None of them	11	18.3%
Some of them	16	26.7%
About half of them	2	3.3%
Most of them	8	13.3%
All of them	22	36.7%
Not applicable (no workers on premises)	1	1.7%
Total responses	60	100.0%

To the best of your knowledge, how many of your workers currently utilise paid parking?



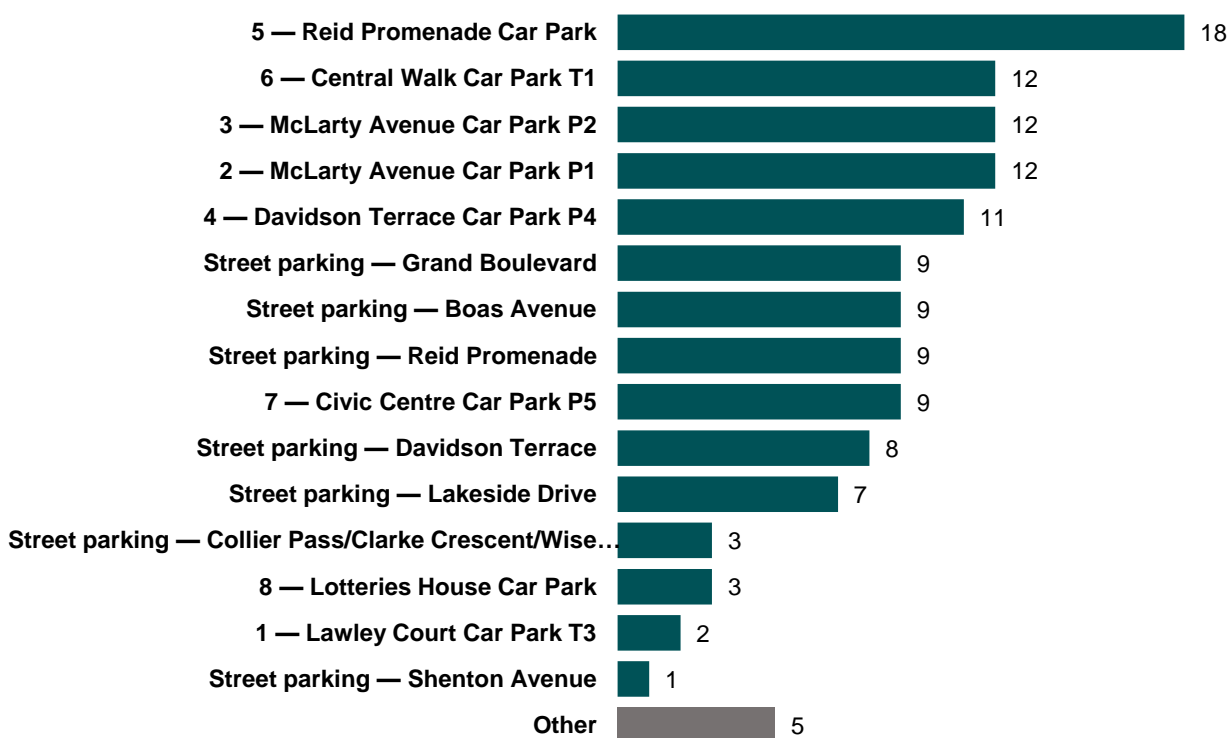
QUESTION: “If your workers and/or customers utilise paid parking, which car park(s) do you think they usually use?”

Respondents were asked to indicate which car park(s) they think their workers and/or customers usually use. Respondents were provided with a map of the car park locations (see below) and a corresponding list of car parks. Respondents indicated that the most commonly used car parks by their workers and/or customers include Reid Promenade Car Park (18), Central Walk Car Park T1 (12), McLarty Avenue Car Park P1 (12) and McLarty Avenue Car Park P2 (12). This data is shown in the table and chart below.

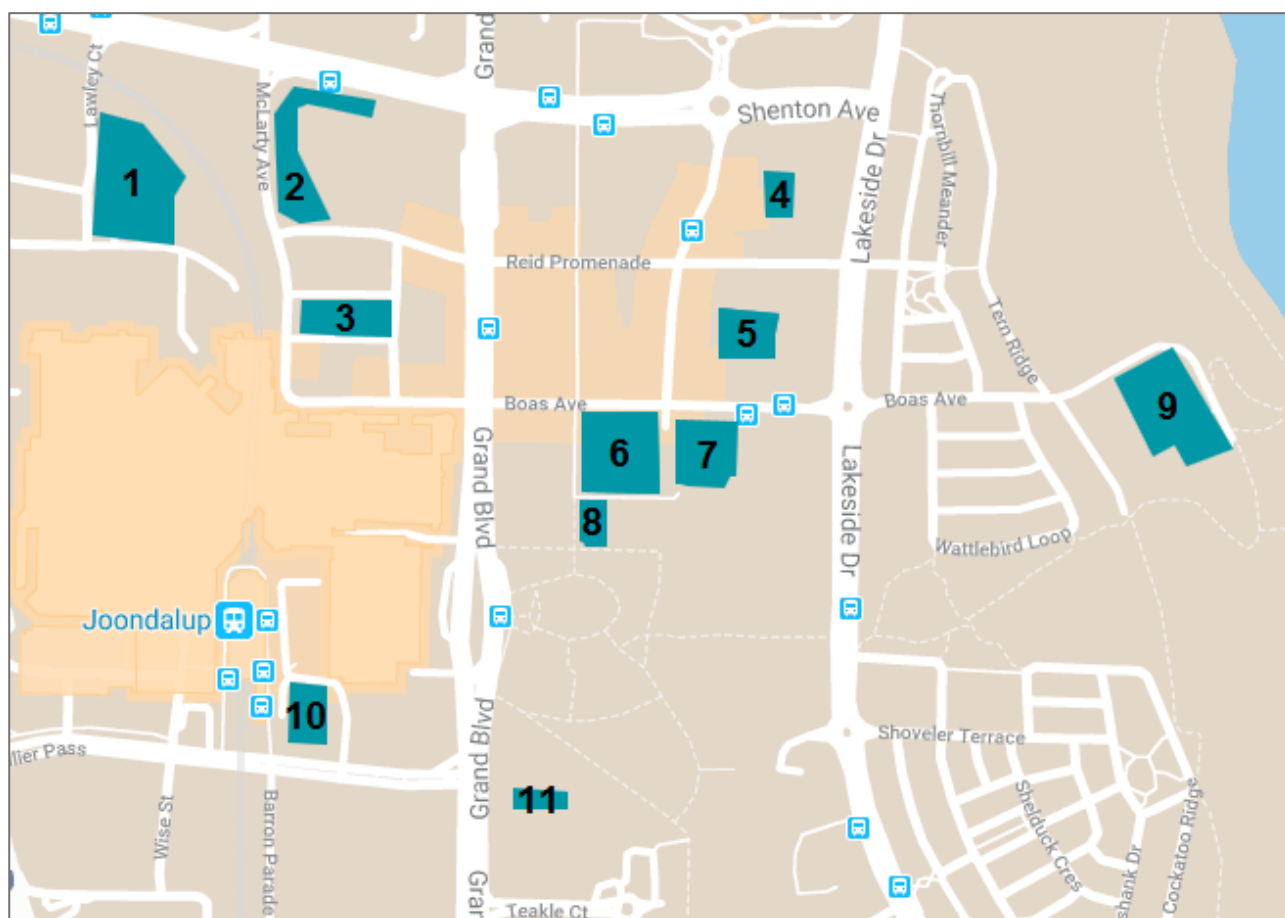
If your workers and/or customers utilise paid parking, which car park(s) do you think they usually use?	N*	%
1 — Lawley Court Car Park T3	2	3.3%
2 — McLarty Avenue Car Park P1	12	20.0%
3 — McLarty Avenue Car Park P2	12	20.0%
4 — Davidson Terrace Car Park P4	11	18.3%
5 — Reid Promenade Car Park	18	30.0%
6 — Central Walk Car Park T1	12	20.0%
7 — Civic Centre Car Park P5	9	15.0%
8 — Lotteries House Car Park	3	5.0%
9 — Neil Hawkins Car Park	0	0.0%
10 — Collier Pass Car Park P9	0	0.0%
11 — Central Park West Car Park P8	0	0.0%
Street parking — McLarty Avenue	0	0.0%
Street parking — Shenton Avenue	1	1.7%
Street parking — Reid Promenade	9	15.0%
Street parking — Davidson Terrace	8	13.3%
Street parking — Boas Avenue	9	15.0%
Street parking — Lakeside Drive	7	11.7%
Street parking — Grand Boulevard	9	15.0%
Street parking — Collier Pass/Clarke Crescent/Wise Street/Barron Parade	3	5.0%
Street parking — Teakle Court/Kendrew Crescent	0	0.0%
Other	5	8.3%
No responses	1	1.7%
Total responses	60	—

*Numbers may not add up to total, as respondents may have selected more than one car park.

If your workers and/or customers utilise paid parking, which car park(s) do you think they usually use?



Map of car park locations:



QUESTION: “How much do you believe paying for parking influences your customers’ decision to frequent your business?”

Respondents were asked to indicate how much they believe paying for parking influences their customers’ decision to frequent their business on a 5-point scale from “not at all” to “a great deal”. Just under 60% of respondents indicated that paying for parking influences their customers “a lot” (14) or “a great deal” (21). This data is shown in the tables and charts below.

How much do you believe paying for parking influences your customers’ decision to frequent your business?	N	%
Not at all	4	6.7%
A little	7	11.7%
A moderate amount	12	20.0%
A lot	14	23.3%
A great deal	21	35.0%
Not applicable (no customers on premises)	1	1.7%
No response	1	1.7%
Total responses	60	100.0%

How much do you believe paying for parking influences your customers’ decision to frequent your business?

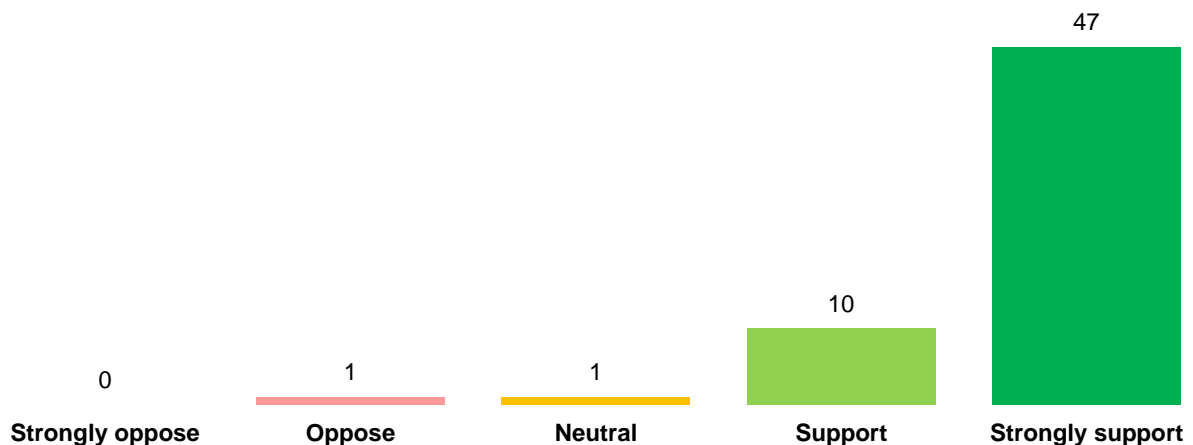


QUESTION: “The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?”

Respondents were advised that the City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Respondents were asked to indicate whether they support or oppose this proposal on a 5-point scale from “strongly support” to “strongly oppose”. The majority of respondents indicated that they “support” (10) or “strongly support” (47) the proposal. This data is shown in the table and chart below.

The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?	N	%
Strongly oppose	0	0.0%
Oppose	1	1.7%
Neutral	1	1.7%
Support	10	16.7%
Strongly support	47	78.3%
No response	1	1.7%
Total responses	60	100.0%

The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?

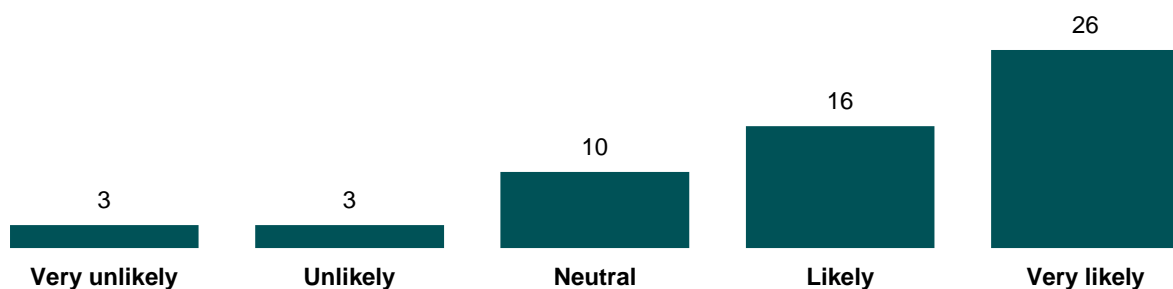


QUESTION: “If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, do you believe it is likely or unlikely that customers will choose to frequent your business more often?”

Respondents were asked to indicate how likely they believe it is that customers will choose to frequent their business more often if the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Respondents were asked to respond on a 5-point scale from “very unlikely” to “very likely”. The majority of respondents indicated that they believe it is “likely” (16) or “very likely” (26) that customers will choose to frequent their business more often. This data is shown in the tables and charts below.

If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, do you believe it is likely or unlikely that customers will choose to frequent your business more often?	N	%
Very unlikely	3	5.0%
Unlikely	3	5.0%
Neutral	10	16.7%
Likely	16	26.7%
Very likely	26	43.3%
Not applicable (no customers on premises)	1	1.7%
No response	1	1.7%
Total responses	60	100.0%

If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, do you believe it is likely or unlikely that customers will choose to frequent your business more often?

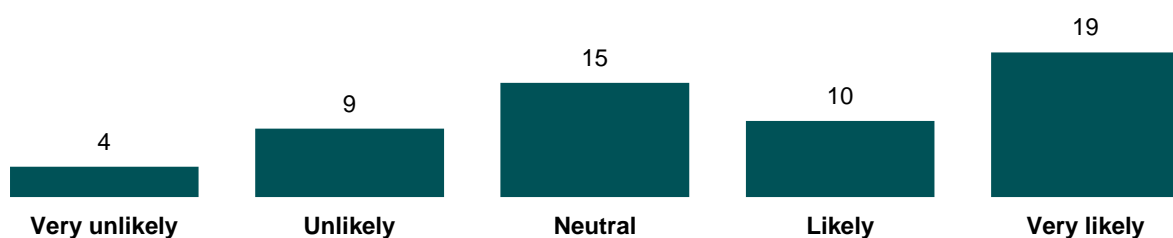


QUESTION: “If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, do you believe it is likely or unlikely that customers will choose to stay for longer at your business?”

Respondents were asked to indicate how likely they believe it is that customers will choose to stay for longer at their business if the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Respondents were asked to respond on a 5-point scale from “very unlikely” to “very likely”. Less than half of respondents indicated that they believe it is “likely” (10) or “very likely” (19) that customers will choose to stay for longer at their business. This data is shown in the tables and charts below.

If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, do you believe it is likely or unlikely that customers will choose to stay for longer at your business?	N	%
Very unlikely	4	6.7%
Unlikely	9	15.0%
Neutral	15	25.0%
Likely	10	16.7%
Very likely	19	31.7%
Not applicable (no customers on premises)	1	1.7%
No response	2	3.3%
Total responses	60	100.0%

If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, do you believe it is likely or unlikely that customers will choose to stay for longer at your business?



QUESTION: “Do you have any comments about parking in the Joondalup City Centre?”

Respondents were asked if they have any comments about parking in the Joondalup City Centre. A total of 37 respondents provided comment and common themes include:

- Parking fees are too expensive.
- Parking fines are too expensive.
- Parking time limits are too restrictive (particularly for street parking).
- Ticket machines are often not working.
- Paid parking makes it difficult to manage deliveries.
- Paid parking is impacting on business revenue.

Verbatim comments have been randomised and are provided at Appendix 14.

APPENDIX 1 — Email to local businesses

From: Consultation
Sent: Friday, 15 February 2019 10:54 AM
Subject: Community Engagement — Paid Parking Survey

Dear Business Manager

The City of Joondalup is seeking community feedback on changes to paid parking conditions in the Joondalup City Centre. We are keen to hear from businesses located within this area, as well as residents, visitors and other community members.

If your business is located within the paid parking area of the Joondalup City Centre, we would appreciate you completing the [Business Survey](#). If your business is located outside of this area, or you would like to provide feedback as a community member, we would appreciate you completing the [Community Survey](#).

[Frequently Asked Questions](#) have been developed to assist in responding to this survey. You are able to complete both surveys if you wish. For further information, please contact the **Corporate Services Team** on **9400 4378** or via [email](mailto:info@joondalup.wa.gov.au). Submissions accepted **Wednesday 13 February 2018 to Tuesday 12 March 2019**.

City of Joondalup

Tel: 08 9400 4000
Fax: 08 9300 1383
Email: info@joondalup.wa.gov.au



The information contained in this communication may be confidential or commercially sensitive. If you are not the intended recipient you must not copy this communication, disclose its contents to any other party, or take any action in reliance on it. Please delete and destroy all copies and immediately notify the sender on 9400 4000 or by reply email.

APPENDIX 2 — Email to Joondalup Business Association

From: Consultation
Sent: Friday, 15 February 2019 11:12 AM
To: [REDACTED]
Subject: Community Engagement — Paid Parking Survey

Dear [REDACTED]

The City of Joondalup is seeking community feedback on changes to paid parking conditions in the Joondalup City Centre. We are keen to hear from businesses located within this area, as well as residents, visitors and other community members. Feedback can be submitted via the [Business Survey](#).

We would greatly appreciate you distributing this information to your members, if you think this would be of interest to them. A [Community Survey](#) is also available for businesses located outside of the paid parking area, as well as other community members.

[Frequently Asked Questions](#) have been developed to assist in responding to this survey. For further information, please contact the **Corporate Services Team** on **9400 4378** or via [email](#). Submissions accepted **Friday 15 February 2019 to Thursday 14 March 2019**.

City of Joondalup

Tel: 08 9400 4000
Fax: 08 9300 1383
Email: info@joondalup.wa.gov.au



The information contained in this communication may be confidential or commercially sensitive. If you are not the intended recipient you must not copy this communication, disclose its contents to any other party, or take any action in reliance on it. Please delete and destroy all copies and immediately notify the sender on 9400 4000 or by reply email.

APPENDIX 3 — Frequently Asked Questions



Paid Parking Survey Frequently Asked Questions

What is the purpose of the community engagement?

The purpose of the community engagement is to seek community feedback on possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Further, the City is seeking feedback from existing and potential car park customers on whether they believe their usage would change if half hour free parking was introduced.

Why did the Council introduce paid parking in 2008?

Paid parking in the Joondalup City Centre was instituted by Council in 2008 and currently applies from Monday to Friday between 8.00am and 6.00pm. Paid parking was introduced in response to community concerns regarding parking issues and was intended to assist local businesses in supplying convenient parking for customers by encouraging a higher turnover in parking bay use.

How does the City spend the revenue from paid parking?

Surpluses of parking revenue, after allowing for all the operating costs, are allocated to a Parking Facility Reserve fund that is applied in the development and provision of facilities and services, both parking and non-parking, in the Joondalup City Centre. This has included the City's one-third share of the cost of the CAT bus service and the recent construction of the multi-storey Reid Promenade Car Park.

The City's *20 Year Strategic Financial Plan*, assumes that the ongoing surpluses in the Parking Facility Reserve will be available to help pay off existing loans and, in the future, assist with the funding of a second multi-storey car park.

Why is the City investigating the possibility of introducing a half hour of free parking?

The City of Joondalup Council has requested that the City investigate introducing a half hour of free parking as a possible means of stimulating hospitality and tourism ventures in the Joondalup City Centre. At its meeting on 16 October 2018, the Council requested that the City undertake community engagement as part of these investigations.

What is the financial implication of introducing a half hour of free parking?

The introduction of a half hour of free parking would have a significant impact on the overall financial and key parking assumptions for the City. The reduced revenue would be approximately \$649,000 per annum, the result of which would be a corresponding increase in the City's operating deficit. The most immediate impact would be that the loan for the construction of Reid Promenade Multi Storey Car Park, currently fully funded from parking revenue, would need to be at least partly funded from rate revenue. Longer term, reserve funds would no longer be available to pay for future additional parking infrastructure such as a proposed second multi-storey car park.

Who is being engaged on this proposal?

The City is directly engaging with the following community stakeholders:

- All City Centre businesses known to the City of Joondalup which are located within the paid parking area
- Joondalup Business Association
- Community Engagement Network members

In addition, the City will be conducting on-site interviews with paid parking users, and conducting a telephone survey with 200 potential visitors to the Joondalup City Centre drawn from a random sample of residents living within 10 kilometres.

All information is available on the City's website. Anyone interested in the proposal can complete a Comment Form. Responses are limited to one per person.

How do I provide feedback on the proposal?

If you are interested in providing feedback, please complete either the online Business Survey or the online Community Survey available via the "Community Consultation" section of the City's website at joondalup.wa.gov.au

When is the engagement period open?

The community engagement period is open between **Friday 15 February 2019** and **Thursday 14 March 2019**.

Who do I contact for further information?

For further information please contact the City's Corporate Services Team on **9400 4378** or email info@joondalup.wa.gov.au

APPENDIX 4 — Online survey form (page 1)



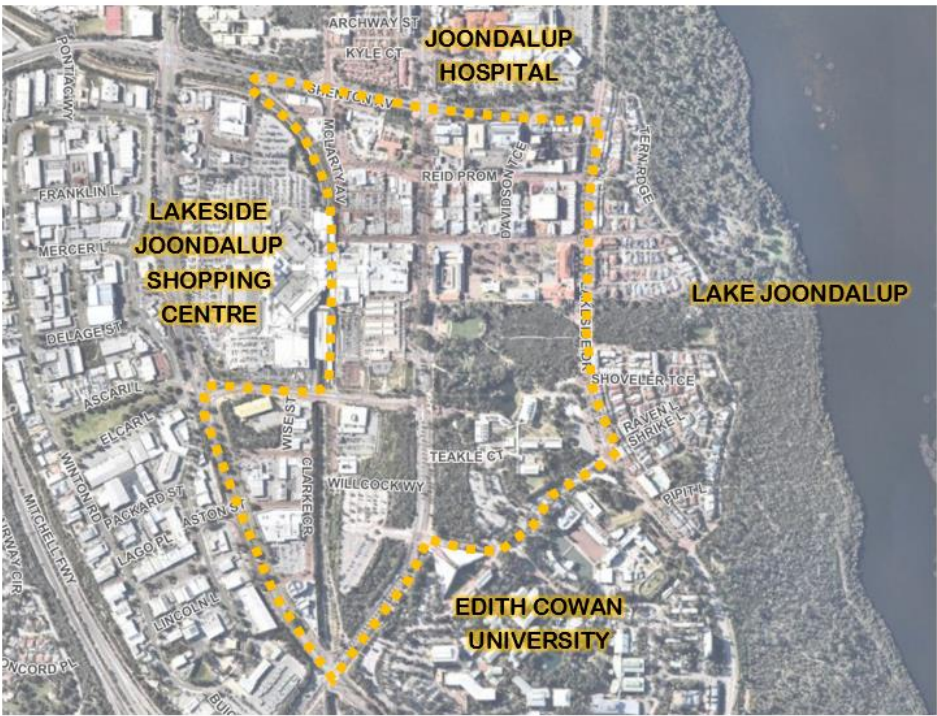
Paid Parking | Business Survey

The City is investigating possible changes to paid parking conditions in the Joondalup City Centre and is keen to learn what the impact of these changes could be on local businesses. [Frequently Asked Questions](#) have been developed to assist in responding to this survey.

*** The Joondalup City Centre or Central Business District covers the area bounded by Joondalup Hospital in the north, Lake Joondalup in the east, Edith Cowan University in the south, and Lakeside Joondalup Shopping Centre in the west as per the map below.**

Is your business/organisation located within this area?

- ☐ Yes
- ☐ No



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(page 2 — respondents who selected “No” to “Is your business/organisation located within this area?”)



Paid Parking | Business Survey

This survey is specifically targeting businesses and organisations located within the Joondalup City Centre. If your business/organisation falls outside of this area, or you would like to provide feedback as a community member, please complete the [Community Survey](#).

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Paid Parking | Business Survey

Please note that for your feedback to be validated, your contact details must be provided. This information will be treated as confidential and will not be published in any document or report on the outcome of the engagement.

Only one survey per business/organisation will be accepted.

*** Your details:**

Name:	<input type="text"/>
Business trading name:	<input type="text"/>
Business address (location):	<input type="text"/>
Australian Business Number (ABN):	<input type="text"/>
Phone:	<input type="text"/>
Email:	<input type="text"/>

What industry type best describes your business?

What are your usual opening/trading hours? (Please leave blank if not open)

Monday:	<input type="text"/>
Tuesday:	<input type="text"/>
Wednesday:	<input type="text"/>
Thursday:	<input type="text"/>
Friday:	<input type="text"/>
Saturday:	<input type="text"/>
Sunday:	<input type="text"/>

(continued)

On average, how many customers would you estimate frequent your business on a usual day?

On average, how many workers are present at your business on a usual day?

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Paid Parking | Business Survey

Do you currently provide car parking for:

— your workers?

- ☐ Yes
- ☐ No
- ☐ Not applicable (no workers on premises)

Please describe:

— your customers?

- ☐ Yes
- ☐ No
- ☐ Not applicable (no customers on premises)

Please describe:

Approximately how long do your customers usually stay at your business for?

- ☐ 30 minutes or less
- ☐ +30 minutes to 1 hour
- ☐ +1 hour to 2 hours
- ☐ +2 hours to 3 hours
- ☐ +3 hours to 5 hours
- ☐ +5 hours to 8 hours
- ☐ More than 8 hours
- ☐ Not applicable (no customers on premises)

To the best of knowledge:

— how many of your workers currently utilise paid parking?

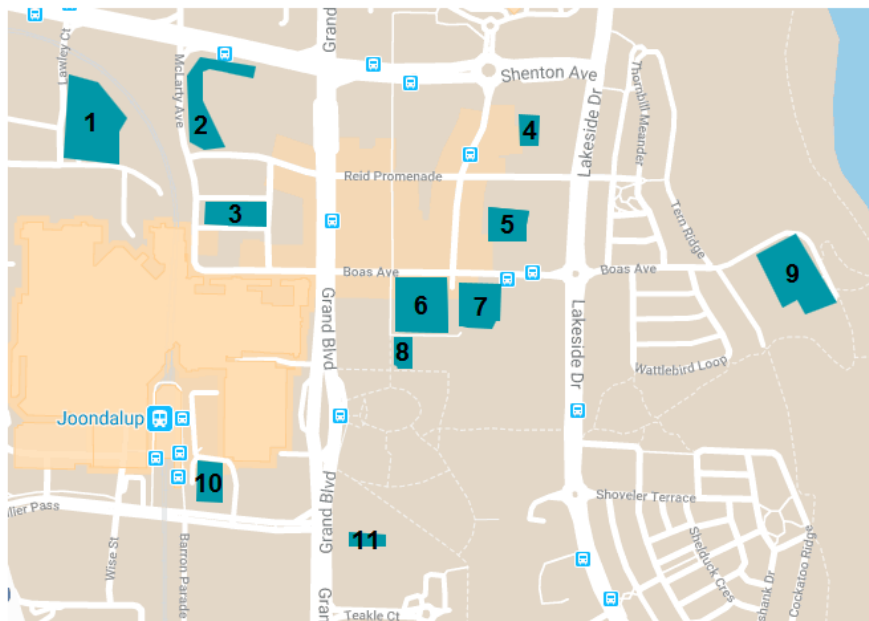
None of them	Some of them	About half of them	Most of them	All of them	N/A (no workers on premises)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

— how many of your customers currently utilise paid parking?

None of them	Some of them	About half of them	Most of them	All of them	N/A (no customers on premises)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(continued)

If your workers and/or customers utilise paid parking, which car park(s) do you think they usually use? (Please select as many as applicable)



- | | |
|---|--|
| <input type="checkbox"/> 1 — Lawley Court Car Park T3 | <input type="checkbox"/> 11 — Central Park West Car Park P8 |
| <input type="checkbox"/> 2 — McLarty Avenue Car Park P1 | <input type="checkbox"/> Street parking — McLarty Avenue |
| <input type="checkbox"/> 3 — McLarty Avenue Car Park P2 | <input type="checkbox"/> Street parking — Shenton Avenue |
| <input type="checkbox"/> 4 — Davidson Terrace Car Park P4 | <input type="checkbox"/> Street parking — Reid Promenade |
| <input type="checkbox"/> 5 — Reid Promenade Car Park | <input type="checkbox"/> Street parking — Davidson Terrace |
| <input type="checkbox"/> 6 — Central Walk Car Park T1 | <input type="checkbox"/> Street parking — Boas Avenue |
| <input type="checkbox"/> 7 — Civic Centre Car Park P5 | <input type="checkbox"/> Street parking — Lakeside Drive |
| <input type="checkbox"/> 8 — Lotteries House Car Park | <input type="checkbox"/> Street parking — Grand Boulevard |
| <input type="checkbox"/> 9 — Neil Hawkins Car Park | <input type="checkbox"/> Street parking — Collier Pass / Clarke Crescent / Wise Street / Barron Parade |
| <input type="checkbox"/> 10 — Collier Pass Car Park P9 | <input type="checkbox"/> Street parking — Teakle Court / Kendrew Crescent |
| <input type="checkbox"/> Other (please describe) | |

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Paid Parking | Business Survey

How much do you believe paying for parking influences your customers' decision to frequent your business?

Not at all	A little	A moderate amount	A lot	A great deal	N/A (no customers on premises)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?

Strongly oppose	Oppose	Neutral	Support	Strongly support
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking:

— do you believe it is likely or unlikely that customers will choose to frequent your business more often?

Very unlikely	Unlikely	Neutral	Likely	Very likely	N/A (no customers on premises)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

— do you believe it is likely or unlikely that customers will choose to stay for longer at your business?

Very unlikely	Unlikely	Neutral	Likely	Very likely	N/A (no customers on premises)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any comments about parking in the Joondalup City Centre?

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Paid Parking | Business Survey

Request to be informed:

Community engagement assists Council in deliberating and then making decisions on certain matters. The analysis from this engagement will be provided to Council to assist them in their decision-making role first at a Briefing Session and then at a Council meeting. Deputations can be made at Briefing Sessions by appointment and questions and public statements can be presented at Council meetings.

☐ I would you like to be informed via email when this engagement will be presented at a Briefing Session and Council meeting

Email address:

City of Joondalup Community Engagement Network:

The Community Engagement Network is a network of community members interested in being consulted and engaged on an ongoing basis about future strategic initiatives in the City of Joondalup. Contact details are kept strictly confidential and members can opt-out at any time. If you are interested in joining the City of Joondalup Community Engagement Network, subscribe on the City's [website](#) or select the box below.

☐ I would like to join the City of Joondalup Community Engagement Network

Email address (if not entered above):

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Paid Parking | Business Survey


Thank you for taking the time to complete this survey.

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

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Complete

APPENDIX 5 — Webpage (City of Joondalup)



[For Residents](#)[For Business](#)[For Visitors](#)





[Home](#) / [Organisation and Council](#) / [Community Consultation](#) / [Paid Parking Survey](#)

Paid Parking Survey

Categories: [Community Consultation](#)

Published on 15/02/2019

The City of Joondalup is seeking community feedback on changes to paid parking conditions in the Joondalup City Centre. The City is keen to hear from local businesses located within this area, as well as residents, visitors and other community members.

If you would like to provide feedback on behalf of a business or organisation located within the Joondalup City Centre, please complete the Business Survey.

[COMPLETE THE BUSINESS SURVEY](#)

If you would like to provide feedback as a community member, please complete the Community Survey.

[COMPLETE THE COMMUNITY SURVEY](#)

You are welcome to complete both surveys if you wish. For further information, please review the [Frequently Asked Questions](#) or contact the City's [Corporate Services Team](#).


Submissions accepted: Friday 15 February 2019 to Thursday 14 March 2019.

Related Online Services

[Join the Community Engagement Network](#)


Documents and Downloads

[Frequently Asked Questions \(pdf 58 KB\)](#)




Corporate Services

[9400 4378](#)info@joondalup.wa.gov.au



Joondalup City Centre

[More info](#)



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CONTACT US

[9400 4000](#)

Something wrong with this page?

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39 | 57

APPENDIX 6 — Twitter and Facebook posts (City of Joondalup)



City of Joondalup @City_Joondalup · Feb 18

The City is investigating potential changes to paid parking conditions in the Joondalup City Centre. Check out the FAQs and have your say at tinyurl.com/y54w3q2p



1



City of Joondalup

18 February at 14:00 · 🌐

The City is investigating potential changes to paid parking conditions in the Joondalup City Centre. Check out the FAQs and have your say at <https://tinyurl.com/y54w3q2p>





21

36 Comments 21 shares

 Like

 Comment

 Share

APPENDIX 7 — Facebook advertisements (City of Joondalup)



City of Joondalup

1 February at 13:47 · 🌐

Do you drive to the Joondalup City Centre? The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. To have your say visit the City's website.



JOONDALUP.WA.GOV.AU

Paid Parking Survey

Learn More


 2

2 Comments

 Like

 Comment


 Share



City of Joondalup


1 February at 13:55 · 🌐

Do you drive to the Joondalup City Centre? The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. To have your say visit the City's website.





Paid Parking Survey


Learn More





Joondalup City Centre

 Like

 Comment

 Share

APPENDIX 8 — Joondalup Business Online eNewsletter (February 2019)



Joondalup Business Online

Latest Business News

February 2019

[Call: 9400 4407](#)

Attend the next City of Joondalup Business Forum

GIVE YOUR BUSINESS THE EDGE

BUSINESS FORUM

Small Business Support - Start | Grow | Prosper
Thursday 21 March 2019, 7.15am for 7.30am start
Joondalup Resort. Cost \$30.00

In the City of Joondalup, small and micro sized enterprises with less than 20 employees represent almost 98% of all local businesses and make a vital contribution to the local economy.


The City recognises that the success of the small business sector is a critical factor in increasing local employment opportunities. This Business Forum will focus on the support of small business and raise awareness of programs and opportunities aimed at driving business growth.

David Eaton, WA Small Business Commissioner, and CEO of the Small Business Development Corporation will present an overview of local business support programs and services funded by the State Government.

Registrations close on Tuesday 12 March.

[Register online](#)

Joondalup City Centre Paid Parking Survey



The City of Joondalup is seeking community feedback on changes to paid parking conditions in the Joondalup City Centre. The City is keen to hear from businesses located within this area, as well as residents, visitors and other community members. If you would like to provide feedback, please complete the Paid Parking Business Survey, which includes Frequently Asked Questions for further information.

For further information, please contact the City's Corporate Services Team on **9400 4378** or via [email](#). Submissions accepted from Friday 15 February 2019 to Thursday 14 March 2019.

[Complete survey](#)

(continued)

Quest Joondalup - construction in progress



Quest Apartment Hotels is continuing its expansion in Western Australia, with a \$14.7 million 90-room facility currently being developed by M/Group at 65 Boas Avenue.

Quest Joondalup will generate further job opportunities in the heart of the City Centre. This will enhance the vitality and vibrancy of Joondalup, underlining its standing as the CBD of Perth's northern growth corridor, one of Australia's fastest growing regions.

Construction is anticipated to be complete towards the end of 2019.

[Read more online](#)

Joondalup Festival - market stallholder applications open



The 2018 Joondalup Festival captured the hearts of over 50,000 people, attracting local residents and visitors from across the broader Perth area. On average people spent between 3 to 5 hours at the 2018 Festival, with family members of all ages engaging in activities and watching performances.

The [2019 Joondalup Festival](#) will take place between Friday 5 April to Sunday 7 April. Visitors will be invited to Explore the Galaxy, enjoying three fun-packed days of live entertainment and alfresco eating and drinking. The Festival will feature oversized and interactive art installations, circus, music, comedy, children's shows and much more.

Expressions of interest for stallholders for the Joondalup Festival Markets, which will take place on Saturday 6 and Sunday 7 April 2019, are now open and will close on 8 March 2019. For more information please [email](#) or call **9400 4918**.

[View stallholder EOI](#)

Rates Prize Draw 2019 - business sponsorship opportunities



Every year the City of Joondalup conducts a Rates Prize Draw, where all ratepayers who pay their rates in full by the nominated date are entered into a draw to win a range of fantastic prizes.

The City is excited to present to businesses the opportunity to be a part of the 2019 Rates Prize Draw. All businesses involved will receive significant brand exposure to over 60,000 households in exchange for their prize donations, which can be in the form of goods, services or cash.

If you are interested in being involved contact the Strategic Marketing and Sponsorship Officer on **9400 4169** or via [email](#).

[Read more online](#)

(continued)

Cyber security industry set to thrive in Joondalup



With the soaring costs of cyber-crime threatening Australian and global businesses, the cyber security industry is set to replace the mining sector as the next jobs boom in Australia. Significant developments have been happening in this industry sector in Joondalup.

Federal Government, in cooperation with State Government [launched a Cyber Security Cooperative Research Centre](#) in 2018, which benefits from \$140 million in funding from 25 industry, government, university and research participants. In January 2019, ECU appointed Dr Ian Martinus to lead the University's cyber security industry engagement efforts and the new AustCyber WA Node at the Joondalup Innovation Hub on the Joondalup Campus.

In February 2019 Premier Mark McGowan, Education and Training Minister Sue Ellery, Emily Hamilton MLA and Sabine Winton MLA, joined North Metropolitan TAFE Managing Director, Michelle Hoad, to open a [Cyber Security Training Centre](#) at North Metropolitan TAFE in Joondalup.

Local companies such as [Sapien Cyber](#) are also changing the cyber security landscape in Joondalup.

[Read more online](#)

Opportunity to empower businesses to go digital



The [Empowering Business to Go Digital program](#) will provide a grant of up to \$3 million in matched funding to support the establishment of a non-government organisation to build and enhance small business digital capability and to address issues raised in the [Small Business Digital Taskforce report](#).

The program will run over two years from 2018/19 to 2019/20.

Applications close on 3 April 2019.

[Read more online](#)

(continued)

Plastic bag ban - retailer and SME advice



From 1 January 2019, it is illegal for any retailer in Western Australia to supply lightweight plastic shopping bags. From this date, members of the public will be able to report suspected banned bags and, if found non-compliant, retailers can be fined \$5,000.

The National Retail Association (NRA) in partnership with the WA Government, launched a campaign on 1 January 2019 to further assist retailers and shoppers through the final transition.

Retailers and shopping centres are encouraged to use and share the campaign materials available under the [resources section of the NRA website](#).

[Read more online](#)

What's on in Joondalup?



Check the City of Joondalup website events calendar regularly for the latest in [Business Support events](#). This includes government subsidised workshops delivered through the Small Business Development Corporation's (SBDC) [Business Local Outreach program](#) and the [Australian Small Business Advisory Services \(ASBAS\) Digital Solutions program](#).

Latest Workshops:

- [Understanding Social Media for Business](#) - 22 February 2019
- [The Visual Power of Instagram for Your Business](#) - 1 March 2019
- [Job Costing, Margins and Mark-ups](#) - 1 March 2019
- [Understanding Social Media 101 \(Beginner\)](#) - 5 March 2019
- [Managing Risk in Small Business](#) - 6 March 2019
- [Find Customers Fast](#) - 7 March 2019
- [Winning with Facebook for Small Business \(Beginner\)](#) - 18 March 2019
- [Small Business Tool Kit](#) - 25 March 2019, 1 April 2019, 8 April 2019 and 15 April 2019
- [Small Business Safety Requirements for Supplier Qualification](#) - 29 March 2019
- [How to Sell Online](#) - 16 April 2019
- [Getting Started with Social Media for Business \(Beginner\)](#) - 29 April 2019

(continued)

Additional Business Support

Business Station provide local [business advice/consultations and government subsidised workshops](#) and let [flexible low-cost office space](#) for new businesses at the ECU Business and Innovation Centre (ECUBIC) in Joondalup. Business Station is a State Government [Business Local](#) provider and the sole provider of the Australian Government's Small Business Advisory Services (ASBAS) Digital Solutions program in WA. View the [full workshop schedule](#) for ECUBIC and other business incubators under their management.

Small Business Development Corporation (SBDC) has appointed a number of [Business Local program](#) providers to deliver free workshops across the Perth Metropolitan area. The majority of Business Local workshops in Joondalup are included on the [City of Joondalup website events calendar](#) but for all workshops across the North East Metro and broader area [view the full Business Local schedule](#).

SBDC also runs free and low cost business [workshops in Perth CBD](#), some on weekends. In addition they offer a range of [templates, guides and tools](#), provide small business [advice on a variety of topics](#) and issue [SBDC business Blog articles](#).

Joondalup Business Association (JBA) organises regular coffee connections, breakfasts, sundowners, one-to-one mentoring and business consulting sessions as well as workshops. [View JBA events calendar](#).

District32 is a business cooperative supporting, promoting and connecting small businesses in Perth. They facilitate regular [networking and training events](#) for the Joondalup and broader small business community.

Edith Cowan University offers [short courses](#) in a range of disciplines including but not limited to [Business](#) and [Cyber Security](#). Some workshops are free for small business owners and employees due to funding through the Small Business Development Corporation's Business Local Program.

Joondalup Jobs and Skills Centre located on the Joondalup campus of North Metropolitan TAFE is a [one-stop-shop](#) for individuals, business owners and employers for career, training and employment advice and assistance.

StartupNews provides regular [news and events updates](#) from the Perth startup scene. Check their [calendar of events](#).

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APPENDIX 9 — Online community newspaper article (Joondalup Times, 18 February 2019)


Joondalup
Times
Community

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NEWS SPORT FOOD LIFESTYLE WHAT'S ON REAL ESTATE MOTORING TRADES & SERVICES SELECT NEWSPAPER

Small businesses want free parking in Joondalup city centre, says councillor

February 18th, 2019, 12:30PM | Written by Tyler Brown | Joondalup Times NEWS



Stock Image.



THE first half-hour of parking in the Joondalup city centre should be free, according to one councillor.

When recently considering a report on stimulating hospitality and tourism in the Joondalup city centre, Cr Russell Poliwka requested the City implement free parking for the first half-hour.

MORE: City of Joondalup seeks feedback on parking

He said local businesses were “doing it extremely tough”.

“We are now losing significant businesses from the area east of the shopping centre,” he said.

“Part of that is due to the fact they believe paid parking is one of the issues.


“Free parking is something they desperately require.”

He said small business was “a significant part of our rate base” and he believed free parking would stimulate employment.


“I also believe, contrary to the City officers, it will also assist us with our parking stations in the future,” he said.

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Arson detectives investigate Midland unit fire



Three products from Target, Aldi and Spotlight recalled due to dangers to consumers



Cantina 663 announces closure 24hrs after Red Cray

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To register your attendance call 9243 2108 or visit ststephens.wa.edu.au

Competitions

107822

47 | 57

(continued)

"I don't accept the financial impact would be as high as estimated."

Cr Poliwka said other councils had experienced similar issues and had reverted back to free parking after some time of paid parking.

Corporate services director Mike Tidy said having the first half-hour of parking free could result in a loss of \$650,000 to \$800,000.

He said this impact would have flow-on effects given parking revenue was used to fund other parking-related things such as the CAT bus service and the loan used to fund the multi-storey carpark.

"There is no rate money that goes to fund parking; it's all paid for by parking income," he said.

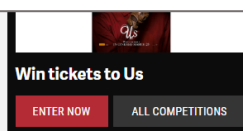
"If this income is reduced significantly, we would not have enough money to cover that and we would need to use other funds to cover the loan repayments."

Other councillors raised concerns of implementing the "significant change on the run" without having all the information before them.

Mayor Albert Jacob then amended the request to ask the chief executive to investigate half-hour free parking in the inner-city centre area.

This would include community consultation and a "report on the issues, options and implications of such a proposal".

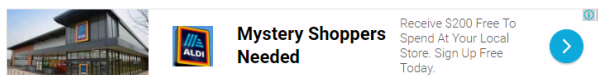
The City is now consulting with the local community about parking conditions in the city centre with two online surveys open until March 14.



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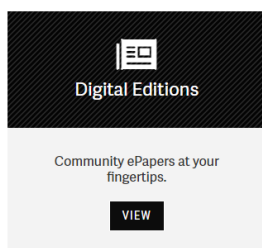
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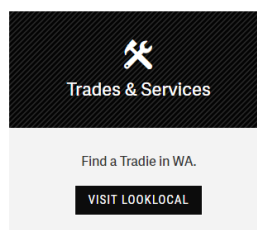
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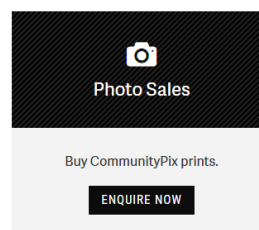


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The Advocate

SOUTH COAST

Kwinana Courier
Mandurah Coastal Times
Pinjarra Murray Times
Weekend Courier

NORTH

Joondalup Times
North Coast Times
Wanneroo Times
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APPENDIX 10 — Online community newspaper article (Joondalup Times, 18 February 2019)

Joondalup
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NEWS SPORT FOOD LIFESTYLE WHAT'S ON REAL ESTATE MOTORING TRADES & SERVICES SELECT NEWSPAPER

City of Joondalup wants feedback on parking in Joondalup city centre


February 18th, 2019, 12:30PM | Written by Tyler Brown | Joondalup Times NEWS




Stock Image.



THE City of Joondalup is consulting with the local community about parking conditions in the Joondalup city centre.




The City is seeking feedback on how people use the parking and how it impacts them.



MORE: Small business needs free parking, says Joondalup councillor

The consultation also looks at the possibility of short-term free parking and how that could affect customers, businesses or parking and transport behaviour.

Two online surveys will be on the City's website until March 14, with one for business owners in the Joondalup city centre and one for other members of the community and stakeholders.



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Arson detectives investigate Midland unit fire



Three products from Target, Aldi and Spotlight recalled due to dangers to consumers



Cantina 663 announces closure 24hrs after Red Cray

(continued)

Paid parking has been in place in the city centre since 2008, in response to community concerns, and currently applies weekdays between 8am and 6pm.

The intention was also to help local businesses in supplying convenient parking for customers by encouraging a higher turnover in bay use.


Joondalup Mayor Albert Jacob said the City was continually looking at ways to drive economic growth in the city centre, particularly in the areas of hospitality and tourism.

"I encourage business-owners, local residents and visitors to have their say by participating in the online surveys," he said.

On-site interviews and telephone surveys will also form part of the consultation process.

A review of the feedback will then be presented to the council later this year.

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SOUTH COAST

Kwinana Courier
Mandurah Coastal Times
Pinjarra Murray Times
Weekend Courier

NORTH

Joondalup Times
North Coast Times
Wanneroo Times
Weekender

APPENDIX 11 — Community newspaper article (*Joondalup Weekender*, 21 February 2019, p. 11)

February 21, 2019 www.communitynews.com.au **NEWS 11**

Council drives parking survey

THE City of Joondalup is consulting with the local community about parking conditions in the Joondalup city centre.

The City is seeking feedback on how people use the parking and how it affects them. The consultation also looks at the possibility of short-term free parking and how that could affect customers, businesses or parking and transport behaviour.

Two online surveys will be on the City's website until March 14, with one for business owners in the Joondalup city centre and one for other members of the community and stakeholders.

Paid parking has been in place in the city centre since 2008 and currently applies weekdays between 8am and 6pm.

The intention was also to help local businesses in supplying convenient parking for customers by encouraging a higher turnover in bay use.

Joondalup Mayor Albert Jacob said the City was continually looking at ways to drive economic growth in the city centre, particularly in the areas of hospitality and tourism.

On-site interviews and telephone surveys will also form part of the consultation process.

A review of the feedback will be presented to the council later this year.

APPENDIX 12 — Twitter and Facebook posts (Joondalup–Wanneroo Times/Weekender)



APPENDIX 13 — Facebook post (Joondalup Business Association)



Joondalup Business Association shared Joondalup-Wanneroo Times/Weekender's post. 19 February at 17:33 · 

Don't forget to provide feedback to the City of Joondalup on parking!
This is an important issue and Deputy Mayor Russell Poliwka has raised that ONE FREE parking is needed in the City.
HAVE YOUR SAY AND COMPLETE THE SURVEY .. Click on the link <https://www.research.net/r/JGPGVJ2>

**Joondalup-Wanneroo Times/Weekender** 18 February at 17:01 · 

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The City of Joondalup is consulting with the local community about parking conditions in the Joondalup city centre.



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City of Joondalup wants feedback on parking in Joondalup city centre

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APPENDIX 14 — Verbatim responses

QUESTION: “Do you have any comments about parking in the Joondalup City Centre?”

Note: Words that may identify respondents or contain offensive language have been removed and replaced with square brackets, ie [- - -]. Minor alterations have been to spelling/grammar to enhance readability.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 37)
<i>It is very inconvenient for our business when we have to do our banking; paying to park just to go into the bank is a joke, we also deliver our products and supply a [- - -] service to the units and apartments in Joondalup and have previously been issued with a parking fine. We enquired about obtaining a parking permit for our delivery truck and service vehicle but where advised there is no such thing.</i>
<i>The [illegible] parking are acceptable, but what is difficult is the time per [illegible] allowed. Our [- - -] have [- - -] appointments for 30 minutes. A family of two or more siblings would take more time. Parents are frequently having to return to cars in the middle of treatment. Whilst I understand the need for penalties, it is difficult to rush families back to cars due to the fear of penalty. Our office and families are very good about complying, but a slightly greater allowance in time, or lower penalty, would be appreciated for the rare instances and often first-time offenders. Just my thoughts. Thank you for the opportunity to complete your survey. [- - -]</i>
<i>I think this area should be 2 hours free parking to help support local businesses.</i>
<i>It is too expensive!</i>
<i>The 1 hour limit on the street parking is the biggest problem. People travel to Joondalup from other suburbs and park on the street. By the time they realise they only have 60 minutes: —to find a working ticket machine, —buy a parking ticket, —walk back to their car, —walk to our business premises, —access the lift or stairs, —complete pre-appointment paperwork, —see their consultant for a 60 minute appointment, —pay their account, and —return to their car, They either have to decide to reduce their appointment time and leave early, or risk a fine. We are unable to reduce fees to clients who have to leave early. We have had clients choose to go elsewhere after being fined or having difficulty finding ticket machines that work, or having to leave early. We favour increasing on the street parking to 2 hours as an additional measure.</i>
<i>Half hour free parking allows clients to drop in with documents and have a quick chat which would work well for us. However, if there [ends]</i>
<i>It is the areas where there are no meters which are a big problem. Many tenants do not leave permits out for tradespeople, so to encourage tradespeople, we supply parking permits for them to go to their jobs. These permits were \$240 per year and I used to get [- - -], which we needed. Now they have increased to the ridiculous price of \$800 each which is not affordable. I would like to see a loading zone 9–5.30 (daytime only) in each street where there are no meters. The 2 hour free parking in Portwood Cross is very convenient. [multiple submissions] We believe that it should be an hour free parking all around the City, but half an hour is good for small delis etc.</i>
<i>This is long overdue and should have been included when they first brought in paid parking. If someone wants to drop in to sign paperwork or drop off paperwork, or they want a quick chat, offering first 30 mins free parking has a really positive effect, just like the free parking over the weekend does for the City.</i>
<i>Some customers have come in for a quick [- - -] and are hit with a street parking fine. Which makes that a very expensive [- - -].</i>
<i>Street parking needs to be for longer than 1 hour and the fees at the Reid Promenade Car Park should be lowered.</i>
<i>Our clients are [- - -] and generally on [- - -], paying for parking is not really feasible for them. Half hour free parking will make a big difference.</i>

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 37)

I believe that paid parking has vastly freed-up the availability of parking bays for my customers.

Should be free for 2 hours.

Paid parking has been a major issue for my business as all tickets for the available parking in front of my business is a maximum of 2hrs. Being a [- -] that specialises in [- -] services, a vast majority of my clients are required to be in the [- -] for 3hrs or more, so the 2hr parking limit is a major disruption to our appointment schedule and has a great influence on whether a client buys additional services on the day of their appointment (ie- less money for my business).

We are a small business that has been in Joondalup CBD for [- -] years, so we know what's going on, and the cost of parking to local business and employees. Many business owners end up subsidising paid parking which is detrimental to the sustainability of small businesses. Junior and lower paid people really suffer for paying for parking, even to the extent they will take a job elsewhere, e.g. cost \$1,575.00 per year per employee x 7 = \$11,025.00. Which we have in the past subsidised their wages while a junior. We have in the past tried to object to making the businesses suffer with staff parking and why many businesses throughout Perth have closed, and the Council's actions are always too late and poor advice is given. The Council does not even put up any signage or notification that the cost of parking is increasing (which they did in the past), it just appears on the machine, because the outrage from consumers is there, and the Council realised they didn't have to, when they can just put it up in the budget! Nothing is going up except parking; why, because it's such an easy money grab; however, I agree in principle with paying for parking, absolutely; however, it must have guidelines to sustain and maintain the small businesses, otherwise Joondalup will just be 1 big shopping centre. You have missed your objective...visiting customers will pay for an hour or few hours of parking, not a problem, it's the staff and employees paying for the full day, high, long term cost. You need to support small businesses, not just the drop off 30 minutes. We need some concessions for businesses and their employees. I would like to know if the Council agrees and implements the 30 minutes free parking, will they increase the longer term parking, therefore hurting the small businesses again. Is this the plan? If the answer is yes, we strongly object to the 30 minutes free parking. Giving with one hand and taking with the other! What is the agenda/objective of the review of parking? We would welcome a friendly chat. Kind regards [- -].

I feel that an hour free parking would be more helpful for the businesses around me — hairdressers mostly [illegible] and beauty salons, but also offices...a lot of our appointments take at least an hour and a half and most are around two hours — meaning that clients have to run out halfway through their [- -] very disgruntled, to renew parking tickets. In hindsight, I would not have bought the shop on [- -] if we knew the parking costs would have been increased so dramatically and quickly over the last year. (I think it has nearly doubled in the last year). Nearly every single client complains about it and often we have to subsidise their parking costs as a goodwill gesture, which is proving very costly. I certainly would not recommend small businesses set up in the area. It is crippling our clients and they are most unhappy about it.

Possibly a drop-off and pick-up quick bays in front of high, frequently used places. ie. the banks or other services. 30 mins bays near our centre would be amazing, as it would only mean customers would pay for the remaining 30 mins and we have a lot of customers that either cannot afford long term parking or tend to park at the shops and walk across which can mean they are then late for appointments. Also, if there was a solution for employees to purchase a parking permit for areas to pay for these monthly/annually/whatever it may be, so they can park prepaid and such. Like the university or TAFE bays.

Half hour is not enough for [- -] businesses. We need minimum first one hour free parking. Thanks.

We are a different type of business. Clients do not come to buy or eat or have a service, they come to [- -] or deal with a [- -], so 30 mins is not enough. I would strongly suggest a minimum of 1 hour. This would go for anything in the City of Joondalup as it will only end up a revenue-raising bonus for the Shire, not the client.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 37)

We work [- - -] (ie half day) but we have to pay a full day's parking of \$8. It would be more reasonable to pay \$4 for a half day. My staff are on casual rates and can't afford to pay \$8 a day, so we have to pay it for them. Paid parking not only puts customers off, but it is a problem for staff too.

Apart from having to pay for parking, the ticket machines are often not working or are taking money, causing stress for my clients who are already struggling with [- - -] problems. This is affecting my practice. There should be dedicated parking lots for businesses who are paying high rates and taxes.

[multiple submissions] Apart from the fact that my clients have to pay for parking, the parking ticket machines are often taking their money, or out of order, that is causing further distress for my clients who already have [- - -] problems e.g. [- - -] and [- - -]. It will be much appreciated if an hour free parking instead of 30 minutes can be considered. It will make a big difference for my clients, otherwise they will have to leave their session half way through to put in money for their second half an hour with me.

As a worker, cost to park to provide a service 3 days a week costs me \$100. My clients who are [- - -] are forced to pay for parking. Whilst I offer to assist, they generally decline.

If Joondalup City really wants to help small business survive...look at Subiaco, Mt Lawley, Victoria Park, Leederville, etc...

The parking is too expensive in central Joondalup; business owners should have a free parking permit like residential owners do.

We believe the current parking discourages clients, especially those just running in to order [- - -]. We actually have a coin jar on our counter and give our customers 20 cents in order for them to park for 10 mins. We need to encourage people to come, not discourage because of parking restrictions.

We have suffered greatly, up to 30% decrease in revenue, since paid parking was introduced. There is also no provision for drop-off on Davidson Terrace and a large percentage of our [- - -] are [- - -] and unable to walk far, if at all.

Why not make it more generous and call it 1 and a quarter hours of free parking! :)

We conduct [- - -] in the Joondalup City area. Last year we paid \$200 for a permit to park in the residential spaces to conduct [- - -]. We have now been told the cost has risen 400% and is now \$800. I think this is extortionate. Please review; after all, we are only doing our job.

The first half hour being free is a great idea to promote business around the area. I also believe that a discount should be offered to people who work around the area on a continual basis.

I would like to see COJ include 1 hour free parking, half an hour is too short. I believe City of Vincent does 1 hour free parking in some of their car parks.

The parking is expensive and, due to the nature of our business, clients who suffer [- - -], find they cannot relax easily in case the ticket officer comes around and gives them a fine in case we run over time.

It makes it very difficult to do business when we need to visit the Central Walk car park several times per day for very short periods. Particularly when we are in a hurry to get to appointments at the [- - -] and are hampered by customers struggling with parking machines. A short fee-free period would make life so much easier.

There definitely needs to be more free parking...it is a big problem for customers having to rush in and out.

Multi-storey plate scanner cannot read licence plates with only 3 characters. This has been problematic a few times.

Street parking drives customers towards the Lakeside Shopping Centre's free parking area and hence the convenience of shopping there. Many of our customers are often collecting orders which takes minutes, or are placing orders, which takes anything between 5–30 mins on average. We observe the traffic flow daily and most vehicles are parked for less than 30 minutes at a time.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 37)

The first half an hour or hour free will make a massive difference to local businesses. Quite often, people complain about paid parking, especially when your competition are in Lakeside and the parking is free.

Yes, since the introduction of the paid parking, many years ago, we saw a good decline in business. Also, when people come to see us, they are not comfortable to stay or press attention at what we are doing, as they are worried about parking inspectors (who are rude most of the time). I reckon that this initiative should have been done a long time ago, as other councils even offer 1 hour parking free. It seems that the City of Joondalup never cared about small businesses in the area. Only married to the Shopping Centre. I would like to see what the COJ will do without any small businesses in the area and just a shopping centre. Also, the way that it punishes small business with the restriction of advertising is ridiculous. No A4 signs, clean path? What about all the trees on Grand Boulevard? That they are that tall that restricts visual of the businesses.



COMMUNITY ENGAGEMENT OUTCOMES REPORT

Paid Parking Community Survey

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OVERVIEW

The community was invited to provide feedback in February and March 2019 on potential changes to paid parking conditions in the Joondalup City Centre as part of the Paid Parking Community Survey. The City conducted 3 separate surveys targeting the following identified stakeholder groups:

- Field survey — existing paid parking customers
- Telephone survey — potential paid parking customers
- Online community survey — interested community members

For the field survey, the City contracted Edith Cowan University Survey Research Centre to carry out the interviews with paid parking customers on-site at 26 paid parking locations across the Joondalup City Centre (see Appendix 1–2 for maps of locations). The field survey was run over 2 days, Wednesday 6 February 2019 and Thursday 7 February 2019. Interviewers collected a total of 470 responses indicating an estimated overall response rate of 14.6% (based on an average of 3,229 paid parking customers per day).

Similarly, for the telephone survey, the City contracted Edith Cowan University Survey Research Centre to carry out the telephone interviews with potential paid parking customers randomly selected from a telephone database of residents aged 18+ living in suburbs within 10 kilometres of the Joondalup City Centre (ie Ashby, Beldon, Burns Beach, Carramar, Connolly, Craigie, Currambine, Edgewater, Heathridge, Iluka, Joondalup, Kallaroo, Kinross, Mullaloo, Ocean Reef, Pearsall, Sinagra, Tapping and Woodvale). The telephone survey commenced on Wednesday 13 February 2019 and contact continued with a soft quota of 200 responses. Interviewers collected a total of 202 responses.

For the online community survey, the City invited Community Engagement Network members to participate, and also advertised the survey via a number of different communication channels to the general community. The online community survey was open from Friday 15 February 2019 to Thursday 14 March 2019, and the City collected a total of 937 responses. A further survey, the Paid Parking Business Survey, was conducted at the same time with participants drawn from the City's database of businesses. Both the online community survey and the Paid Parking Business survey were cross-referenced, so that interested community members who clicked on the business survey, but were not representing businesses within the paid parking zone of the Joondalup City Centre, were redirected to the online community survey (and vice versa) (see Appendix 8). An analysis of the outcomes from the Paid Parking Business Survey, does not form part of this report, but can be found in the separate Community Engagement Outcomes Report — Paid Parking Business Survey.

For existing paid parking customers (field survey), less than one-third of respondents (29.4%) indicated that they reside in suburbs within 10 kilometres of the Joondalup City Centre. Overall, more of these respondents indicated that they reside within the City of Wanneroo (194), than the City of Joondalup (162). Existing paid parking customers are most likely to visit the Joondalup City Centre either 3–5 times per week (40.2%) or at least once per week (26.0%), with the most common reason for visiting being for work (36.6%), followed by medical appointment(s) (22.8%). Approximately half of existing paid parking customers indicated that the cost of parking was a “somewhat important” (23.0%) or “very important” (23.0%) consideration in their decision whether or not to visit the Joondalup City Centre. Moreover, over 90% of these respondents indicated that they either “support” (11.7%) or “strongly support” (82.3%) the proposal to change paid parking conditions to include a half hour of free parking. Furthermore, if the proposal were to go ahead, existing paid parking customers indicated that they are “likely” (31.1%) or “very likely” (30.6%) to visit the Joondalup City Centre more often, and are “likely” (33.4%) or “very likely” (25.7%) to stay for longer when they do visit.

For potential paid parking customers (telephone survey), just over half of respondents indicated that they usually visit the Joondalup City Centre either 3–5 times per week (21.8%) or at least once per week (32.7%); the most common reason for visiting being shopping (87.7%), followed by medical appointment(s) (18.2%). Over 65% of potential paid parking customers indicated that the cost of parking was a “somewhat important” (21.8%) or “very important” (45.5%) consideration in whether or not they choose to visit the Joondalup City Centre. Moreover, over 80% of these respondents indicated that they either “support” (19.3%) or “strongly support” (62.4%) the proposal to change paid parking conditions to include a half hour of free parking. Furthermore, if the proposal were to go ahead, potential paid parking customers indicated that they are “likely” (26.7%) or “very likely” (20.3%) to visit the Joondalup City Centre (more often); however, they are either “neutral” (33.9%), “unlikely” (21.9%) or “very unlikely” (10.4%) to stay for longer when they do visit.

For interested community members (online community survey), just under two-thirds of respondents (64.8%) indicated that they reside in suburbs within 10 kilometres of the Joondalup City Centre. A further one-quarter of respondents (25.2%) reside in City of Joondalup suburbs more than 10 kilometres away. Interested community members are more likely to visit the Joondalup City Centre either 3–5 times per week (25.4%) or at least once per week (37.4%), with the most common reason for visiting being shopping (83.9%), followed by restaurants, cafés, pubs or bars (60.2%), and medical appointment(s) (54.5 %). Just over half of respondents indicated that paying for parking influences their decision to come into the Joondalup City Centre “a lot” (26.8%) or “a great deal” (31.7%). Moreover, more than 85% of respondents indicated that they either “support” (16.2%) or “strongly support” (68.6%) the proposal to change paid parking conditions to include a half hour of free parking. Furthermore, if the proposal were to go ahead, interested community members indicated that they are “likely” (31.7%) or “very likely” (20.3%) to visit the Joondalup City Centre (more often); however, they are either “neutral” (26.8%), “unlikely” (16.6%), or “very unlikely” (8.3%) to stay for longer when they do visit.

STAKEHOLDERS

The City conducted 3 separate surveys as part of the Paid Parking Community Survey targeting the following identified stakeholder groups:

- Field survey — existing paid parking customers
- Telephone survey — potential paid parking customers
- Online community survey — interested community members

Participants in the field survey were drawn from paid parking customers intercepted on-site at 26 paid parking locations across the Joondalup City Centre (see Appendix 1–2 for maps of locations). Participants in the telephone survey were randomly selected from a telephone database of residents aged 18+ years living in suburbs within 10 kilometres of the Joondalup City Centre (ie Ashby, Beldon, Burns Beach, Carramar, Connolly, Craigie, Currambine, Edgewater, Heathridge, Iluka, Joondalup, Kallaroo, Kinross, Mullaloo, Ocean Reef, Pearsall, Sinagra, Tapping and Woodvale). Participants in the online community survey were drawn from the general community via the engagement materials described below.

A further survey, the Paid Parking Business Survey, was conducted at the same time with participants drawn from the City's database of businesses. An analysis of the outcomes from this survey can be found in the separate Community Engagement Outcomes Report — Paid Parking Business Survey.

ENGAGEMENT MATERIALS

Field survey

Participants in the field survey were drawn from paid parking customers on Wednesday 6 February 2019 and Thursday 7 February 2019. Customers were intercepted by trained interviewers from Edith Cowan University Survey Research Centre as they arrived (or as they left at Reid Promenade Car Park) and offered a free parking pass in exchange for participating in an interview. Between 1 and 5 interviewers were stationed at each of the 26 “interviewing zones” for up to 3 hours at a time, with the timing and locations based on historical parking ticket data.

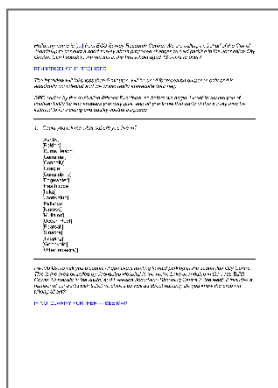
Maps of the “interviewing zones”, interview schedule and interview script (see Appendix 1–4 for full):



Telephone survey

Participants in the telephone survey were randomly selected from a telephone database of residents aged 18+ years living in suburbs within 10 kilometres of the Joondalup City Centre. Residents were contacted by trained interviewers from Edith Cowan University Survey Research Centre on Wednesday 13 February 2019 and contact continued until at least 200 responses were collected.

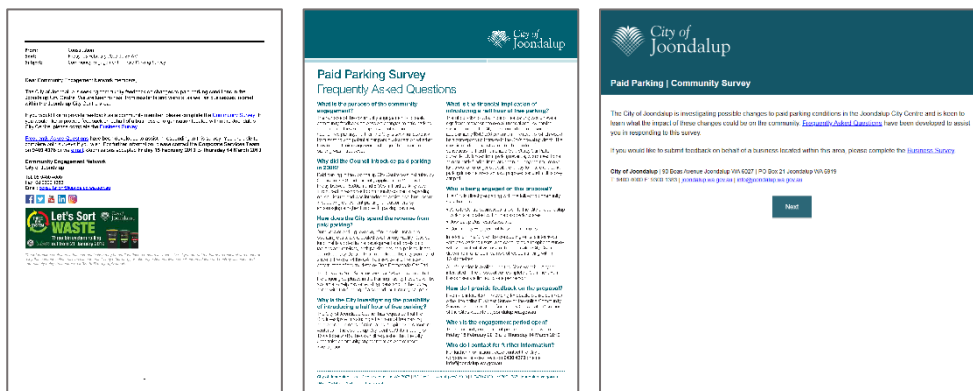
Interview script (see Appendix 5 for full):



Online community survey

Community Engagement Network members were directly invited to participate in the online community survey via email. These stakeholders were provided with a link to the survey form and a link to the Frequently Asked Questions.

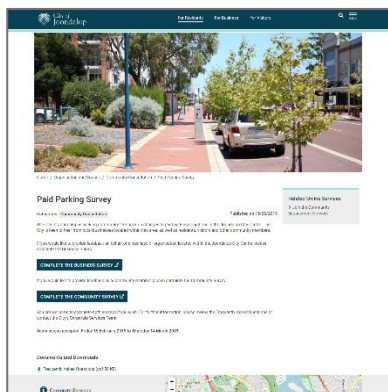
Email to Community Engagement Network members, Frequently Asked Questions document and online survey form (see Appendix 6–8 for full):



In addition to directly contacting Community Engagement Network members, the City advertised the engagement to other interested community members via the following means:

- Webpage linked through the Community Consultation section of the City's website visible from Friday 15 February 2019 to Thursday 14 March 2019.
- Twitter post published through the City's Twitter account on Monday 18 February 2019.
- Facebook post published through the City's Facebook account on Monday 18 February 2019.
- Facebook advertisements published from Monday 18 February 2019 to Thursday 14 March 2019.

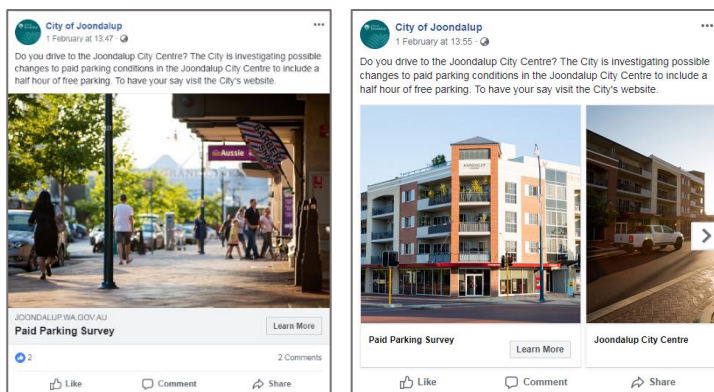
Community Consultation webpage (see Appendix 9 for full):



Social media posts from the City's Twitter and Facebook accounts (see Appendix 10 for full):

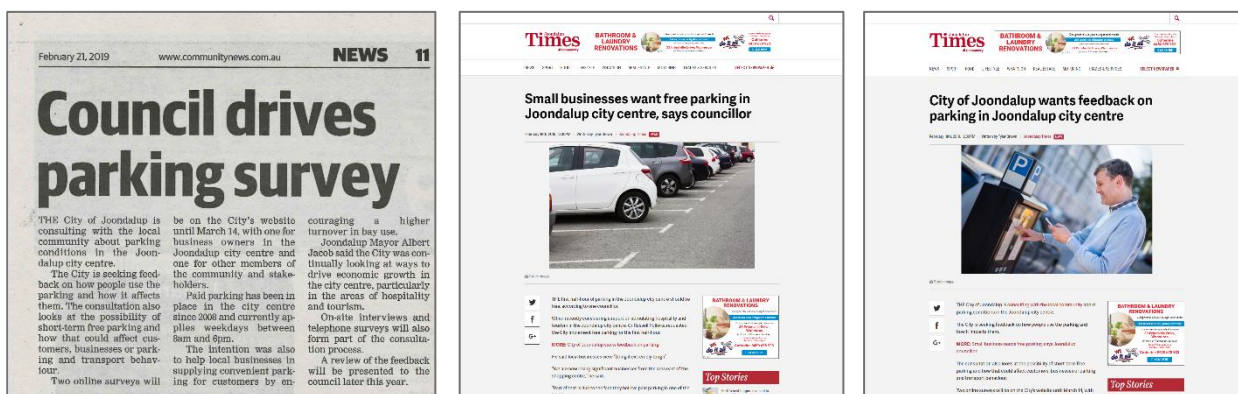


Facebook advertisements (see Appendix 11 for full):



Further to the City's communication, two articles about the engagement appeared in the online community newspaper, *Joondalup Times*, on Monday 18 February 2019 and in print in the *Joondalup Weekender* on Thursday 21 February 2019 (page 11). The *Joondalup–Wanneroo Times/Weekender* social media accounts also posted about the engagement on Monday 18 February 2019 on Twitter and Facebook.

Articles in the print *Joondalup Weekender* and online *Joondalup Times* community newspaper (see Appendix 12–14 for full):



Social media posts from the Joondalup–Wanneroo Times/Weekender Twitter and Facebook accounts (see Appendix 15 for full):



RESPONSE RATE

The City collected a total of 1,609 valid responses across the 4 surveys, including 470 responses to the field survey, 202 responses to the telephone survey and 937 responses to the online community survey. For the field survey, the estimated response rate was 14.6%, based on an average of 3,229 paid parking customers per day. For the online community survey, the response rate for Community Engagement Network members was 18.0%. Responses to the telephone survey were collected with a soft quota of 200; whereby interviewers ceased telephoning once they had reached the quota. This data is shown in the tables below.

Responses received by type of survey:	N	%
Existing paid parking customers (field survey)	470	29.2%
Potential paid parking customers (telephone survey)	202	12.6%
Interested community members (online community survey)	937	58.2%
Total responses	1,609	100.0%

Existing paid parking customers (field survey)— Responses received by interviewing zone (see Appendix 1–2 for maps of locations):	Average existing paid parking customers (per day)	Interviews conducted	Response rate
Interviewing zone	N*	N	%
Interviewing zone 1	29	7	24.1%
Interviewing zone 2	194	45	23.2%
Interviewing zone 3	293	12	4.1%
Interviewing zone 4	229	21	9.2%
Interviewing zone 5	343	21	6.1%
Interviewing zone 6	182	24	13.2%
Interviewing zone 7	209	30	14.4%
Interviewing zone 8	80	13	16.3%
Interviewing zone 9	116	17	14.7%
Interviewing zone 10	73	9	12.3%
Interviewing zone 11	46	13	28.3%
Interviewing zone 12	66	4	6.1%
Interviewing zone 13	44	3	6.8%
Interviewing zone 14	10	10	100.0%
Interviewing zone 15	208	29	13.9%
Interviewing zone 16	116	15	12.9%
Interviewing zone 17	218	80	36.7%
Interviewing zone 18	72	4	5.6%
Interviewing zone 19	11	9	81.8%
Interviewing zone 20	61	8	13.1%
Interviewing zone 21	435	65	14.9%
Interviewing zone 22	25	1	4.0%
Interviewing zone 23	7	0	0.0%
Interviewing zone 24	41	5	12.2%
Interviewing zone 25	89	17	19.1%
Interviewing zone 26	32	8	25.0%
Total estimated response rate	3,229	470	14.6%

*Estimated number of paid parking customers per interviewing zone based on averaged historical parking ticket data

	Interested community members	Forms received	Response rate
Interested community members (online community survey) — Responses received by stakeholder type:	N	N	%
Community Engagement Network Members	2,879	519	18.0%
Other community members (engaged indirectly)	—	418	—

Note that response validity was measured differently across the different surveys as follows:

- Existing paid parking customers (field survey)— Respondents needed to be using a paid parking bay on either Wednesday 6 February 2019 and/or Thursday 7 February 2019. All respondents were invited to participate, and responses are anonymous.
- Potential paid parking customers (telephone survey) — Respondents needed to be aged 18+ years and reside within a suburb located within 10 kilometres radius of the Joondalup City Centre (ie Ashby, Beldon, Burns Beach, Carramar, Connolly, Craigie, Currambine, Edgewater, Heathridge, Iluka, Joondalup, Kallaroo, Kinross, Mullaloo, Ocean Reef, Pearsall, Sinagra, Tapping or Woodvale). All respondents were invited to participate, and responses are anonymous.
- Interested community members (online community survey) — Respondents needed to provide sufficient contact details to enable identification and submit a survey form within the advertised engagement period from Friday 15 February to Thursday 14 March 2019. Community Engagement Network members were invited to participate; however, all other respondents self-selected. (Where multiple survey forms were received from the same respondents, these were combined into 1 response.)

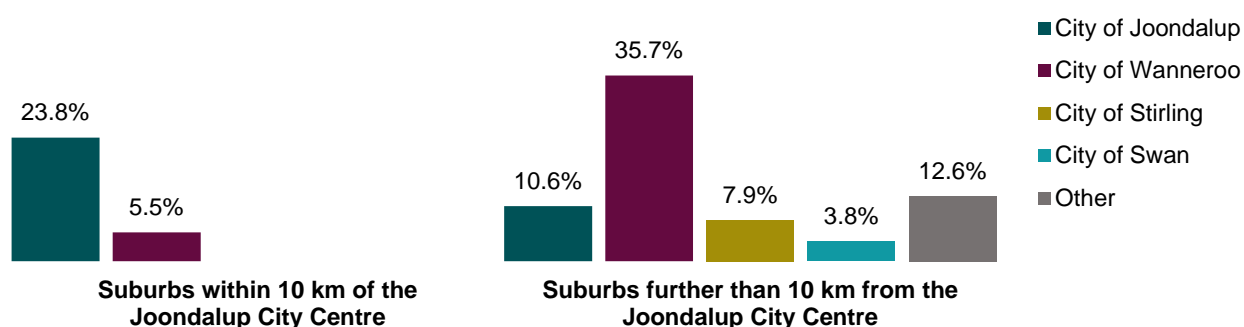
DEMOGRAPHICS

Respondent address

Respondents were asked to identify their suburb or their contact address. For existing paid parking customers (field survey), less than one-third of respondents (29.4%) indicated that they reside in suburbs within 10 kilometres of the Joondalup City Centre. Overall, more customers indicated that they reside within the City of Wanneroo (194), than the City of Joondalup (162). For interested community members (online community survey), just under two-thirds of respondents (64.8%) indicated that they reside in suburbs within 10 kilometres of the Joondalup City Centre. A further one-quarter of respondents (25.2%) reside in City of Joondalup suburbs more than 10 kilometres away. Potential paid parking customers (telephone survey) were targeted based on whether they reside in suburbs within 10 kilometres of the Joondalup City Centre, and the majority of these respondents (97.0%) did indicate that they reside within these suburbs (respondents outside of this area have likely moved to a new residence recently and the database used had not been updated). This data is shown in the tables and charts below.

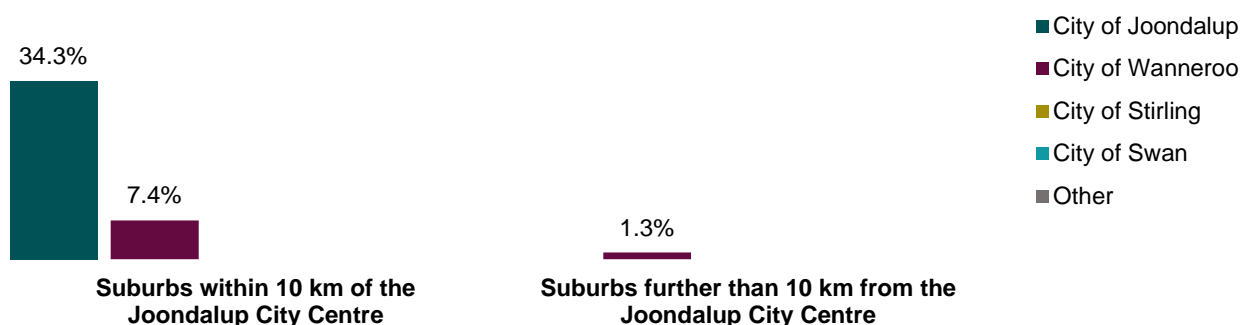
Existing paid parking customers (field survey) — Responses received by suburb:	N	%
Suburbs within 10 kilometres of the Joondalup City Centre:	138	29.4%
City of Joondalup	112	23.8%
Beldon	7	1.5%
Burns Beach	7	1.5%
Connolly	2	0.4%
Craigie	6	1.3%
Currambine	12	2.6%
Edgewater	5	1.1%
Heathridge	5	1.1%
Iluka	11	2.3%
Joondalup	19	4.0%
Kallaroo	3	0.6%
Kinross	9	1.9%
Mullaloo	3	0.6%
Ocean Reef	19	4.0%
Woodvale	4	0.9%
City of Wanneroo	26	5.5%
Ashby	4	0.9%
Carramar	5	1.1%
Pearsall	3	0.6%
Sinagra	4	0.9%
Tapping	10	2.1%
Suburbs further than 10 kilometres from the Joondalup City Centre:	332	70.6%
City of Joondalup	50	10.6%
City of Wanneroo	168	35.7%
City of Stirling	37	7.9%
City of Swan	18	3.8%
Other	59	12.6%
Total responses	470	100.0%

Existing paid parking customers (field survey) — Responses received by distance from the Joondalup City Centre (% of total responses):



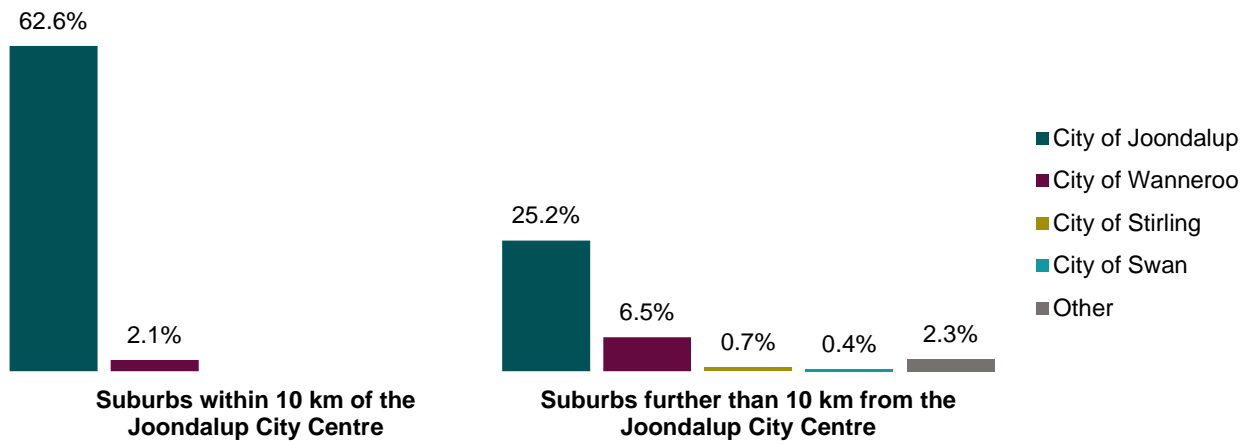
<u>Potential paid parking customers (telephone survey) — Responses received by suburb:</u>	N	%
Suburbs within 10 kilometres of the Joondalup City Centre:	196	97.0%
City of Joondalup	161	79.7%
Beldon	7	3.5%
Burns Beach	4	2.0%
Connolly	7	3.5%
Craigie	13	6.4%
Currambine	13	6.4%
Edgewater	7	3.5%
Heathridge	12	5.9%
Iluka	8	4.0%
Joondalup	22	10.9%
Kallaroo	13	6.4%
Kinross	12	5.9%
Mullaloo	13	6.4%
Ocean Reef	12	5.9%
Woodvale	18	8.9%
City of Wanneroo	35	17.3%
Ashby	4	2.0%
Carramar	13	6.4%
Pearsall	4	2.0%
Sinagra	6	3.0%
Tapping	8	4.0%
Suburbs further than 10 kilometres from the Joondalup City Centre:	6	1.3%
City of Joondalup	0	0.0%
City of Wanneroo	6	3.0%
City of Stirling	0	0.0%
City of Swan	0	0.0%
Other	0	0.0%
Total responses	202	100.0%

Potential paid parking customers (telephone survey) — Responses received by distance from the Joondalup City Centre (% of total responses):



Interested community members (online community survey) — Responses received by suburb:		N	%
Suburbs within 10 kilometres of the Joondalup City Centre:		607	64.8%
City of Joondalup		587	62.6%
Beldon		23	2.5%
Burns Beach		32	3.4%
Connolly		15	1.6%
Craigie		34	3.6%
Currambine		36	3.8%
Edgewater		61	6.5%
Heathridge		36	3.8%
Iluka		36	3.8%
Joondalup		99	10.6%
Kallaroo		38	4.1%
Kinross		47	5.0%
Mullaloo		40	4.3%
Ocean Reef		43	4.6%
Woodvale		47	5.0%
City of Wanneroo		20	2.1%
Ashby		4	0.4%
Carramar		6	0.6%
Pearsall		1	0.1%
Sinagra		0	0.0%
Tapping		9	1.0%
Suburbs further than 10 kilometres from the Joondalup City Centre:		330	35.2%
City of Joondalup		236	25.2%
City of Wanneroo		61	6.5%
City of Stirling		7	0.7%
City of Swan		4	0.4%
Other		22	2.3%
Total responses		937	100.0%

Interested community members (online community survey) — Responses received by distance from the Joondalup City Centre (% of total responses):



SURVEY FORM QUESTIONS

QUESTION: “Approximately how often do you usually visit the Joondalup City Centre?”

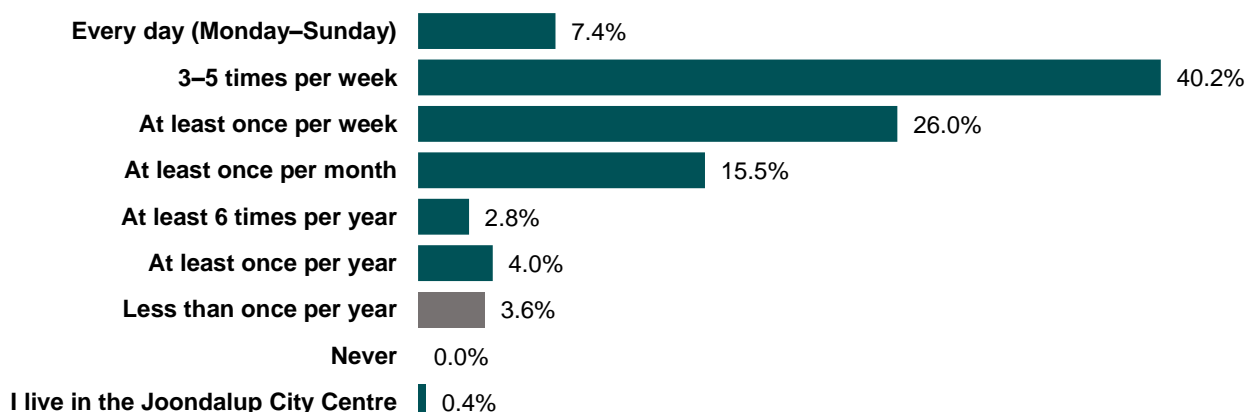
Respondents were asked to indicate how often they usually visit the Joondalup City Centre from the following options:

- Every day (Monday–Sunday)
- 3–5 times per week
- At least once per week
- At least once per month
- At least 6 times per year
- At least once per year
- Less than once per year
- Never
- I live in the Joondalup City Centre

For existing paid parking customers (field survey), approximately two-thirds of respondents indicated that they usually visit the Joondalup City Centre either 3–5 times per week (40.2%) or at least once per week (26.0%). For potential paid parking customers (telephone survey), just over half of respondents indicated that they usually visit either 3–5 times per week (21.8%) or at least once per week (32.7%). For interested community members (online community survey), just under two-thirds of respondents indicated that they usually visit either 3–5 times per week (25.4%) or at least once per week (37.4%). This data is shown in the tables and charts below.

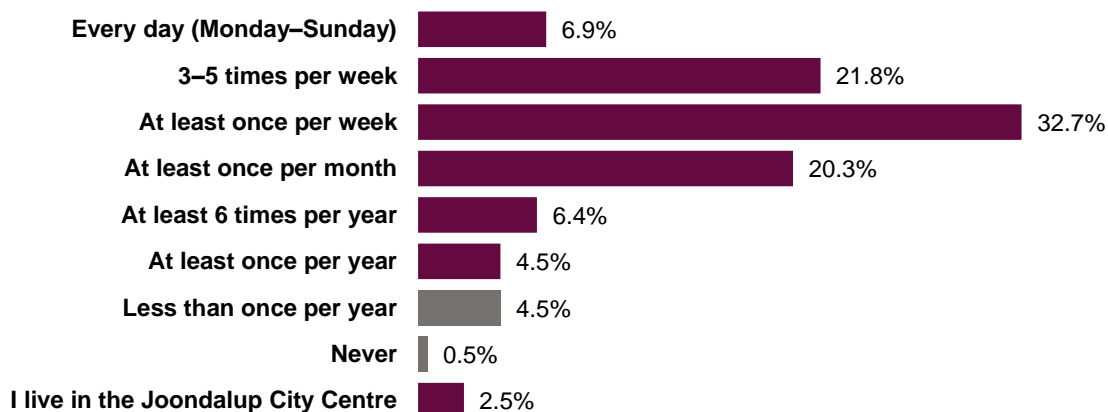
Existing paid parking customers (field survey) — Approximately how often do you usually visit the Joondalup City Centre?	N	%
Every day (Monday–Sunday)	35	7.4%
3–5 times per week	189	40.2%
At least once per week	122	26.0%
At least once per month	73	15.5%
At least 6 times per year	13	2.8%
At least once per year	19	4.0%
Less than once per year	17	3.6%
Never	0	0.0%
I live in the Joondalup City Centre	2	0.4%
Total responses	470	100.0%

Existing paid parking customers (field survey) — Approximately how often do you usually visit the Joondalup City Centre?



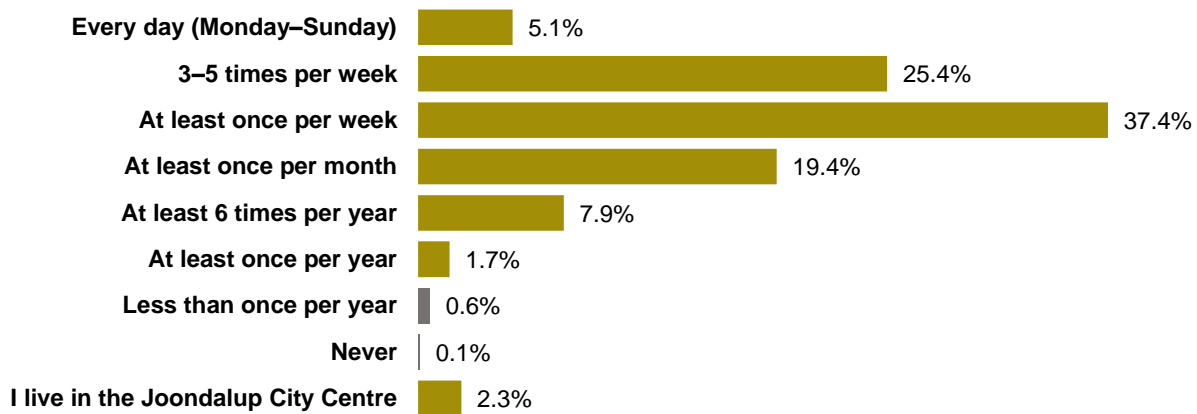
Potential paid parking customers (telephone survey) — Approximately how often do you usually visit the Joondalup City Centre?	N	%
Every day (Monday–Sunday)	14	6.9%
3–5 times per week	44	21.8%
At least once per week	66	32.7%
At least once per month	41	20.3%
At least 6 times per year	13	6.4%
At least once per year	9	4.5%
Less than once per year	9	4.5%
Never	1	0.5%
I live in the Joondalup City Centre	5	2.5%
Total responses	202	100.0%

Potential paid parking customers (telephone survey) — Approximately how often do you usually visit the Joondalup City Centre?

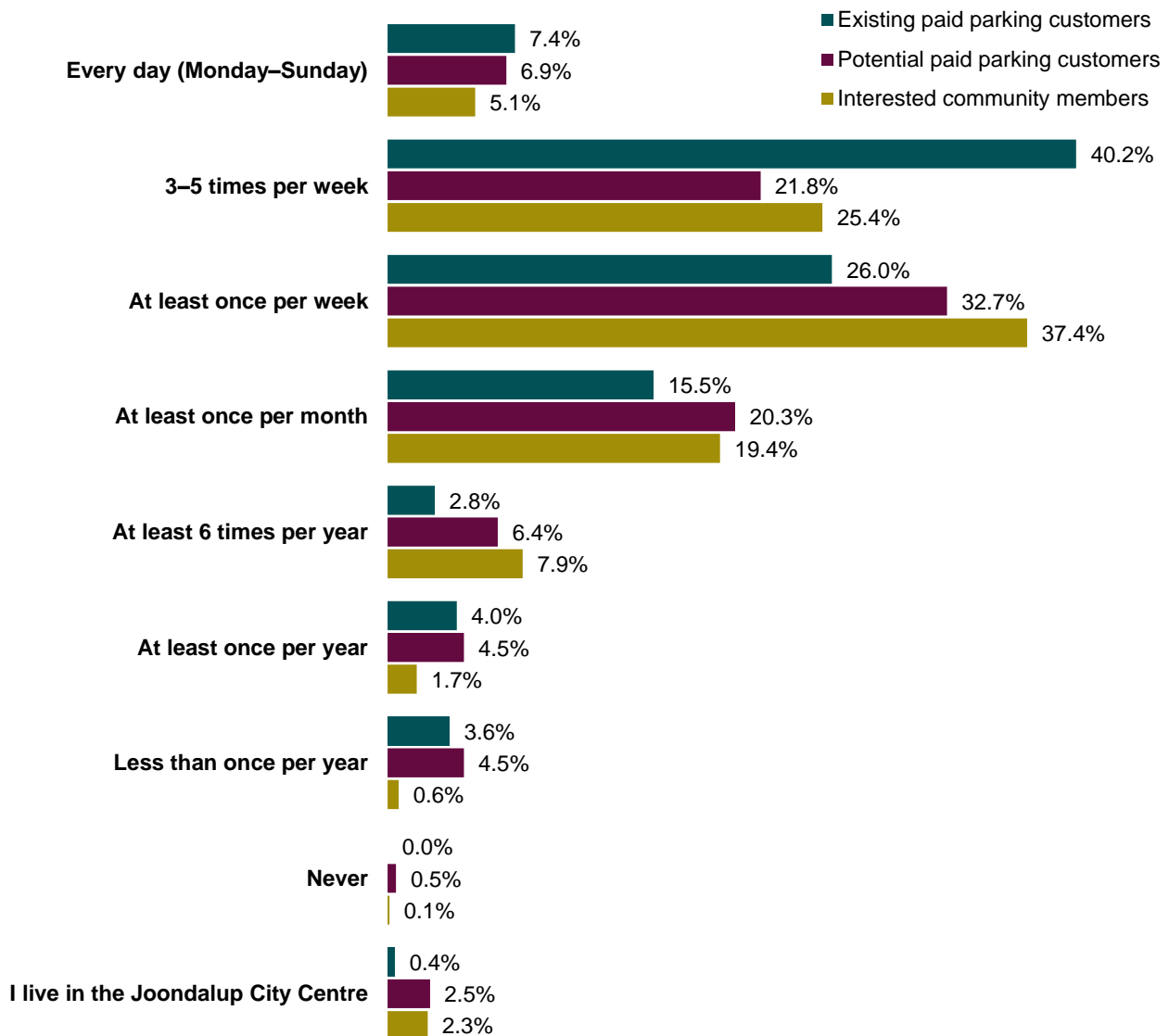


Interested community members (online community survey) — Approximately how often do you usually visit the Joondalup City Centre?	N	%
Every day (Monday–Sunday)	48	5.1%
3–5 times per week	238	25.4%
At least once per week	350	37.4%
At least once per month	182	19.4%
At least 6 times per year	74	7.9%
At least once per year	16	1.7%
Less than once per year	6	0.6%
Never	1	0.1%
I live in the Joondalup City Centre	22	2.3%
Total responses	937	100.0%

Interested community members (online community survey) — Approximately how often do you usually visit the Joondalup City Centre?



Comparison of respondent types — Approximately how often do you usually visit the Joondalup City Centre?



QUESTION: “Why have you come into the Joondalup City Centre today?” OR “When you visit the Joondalup City Centre, what is your main reason for visiting?”

Existing paid parking customers (field survey) were asked why they had come into the Joondalup City Centre that day. Potential paid parking customers (telephone survey) and interested community members (online community survey) who indicated that they usually visit the Joondalup City Centre at least once per year or more often were asked to indicate the main reason(s) they *usually visit* the Joondalup City Centre from the following options:

- Work (in the Joondalup City Centre)
- Commuting/travelling out of the Joondalup City Centre (such as for the train)
- Shopping
- Restaurants, cafés, pubs or bars
- Event, movies, show
- Visiting friends or family
- School, TAFE, university or other education/training
- Medical appointment
- Financial, insurance or real estate services
- Government services (eg Centrelink/Medicare, Licensing Services, etc)
- Other

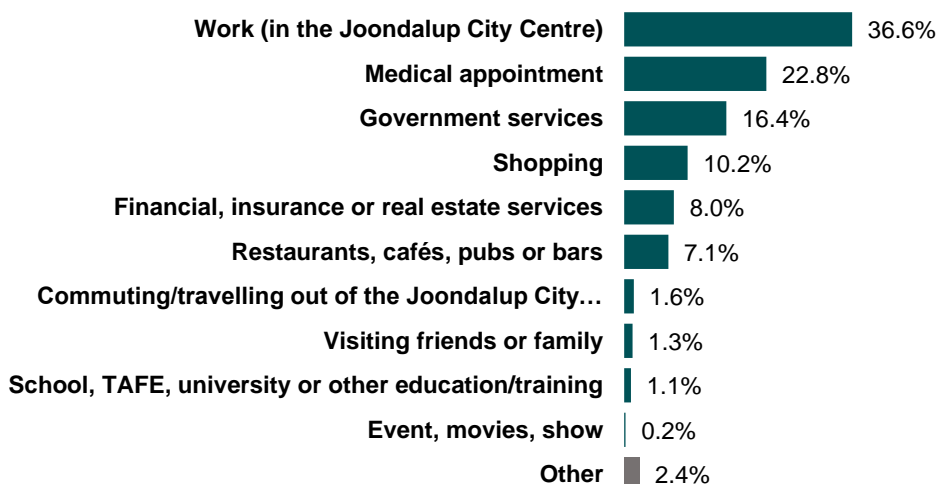
For existing paid parking customers (field survey), the most common reason for coming into the Joondalup City Centre is for work (36.6%), followed by medical appointment(s) (22.8%).

For potential paid parking customers (telephone survey), the most common reason for visiting is shopping (87.7%), followed by medical appointment(s) (18.2%). For interested community members (online community survey), the most common reason for visiting is shopping (83.9%), followed by restaurants, cafés, pubs or bars (60.2%), and medical appointment(s) (54.5%). This data is shown in the tables and charts below.

Existing paid parking customers (field survey) — Why have you come into the Joondalup City Centre today?	N*	%
Work (in the Joondalup City Centre)	165	36.6%
Commuting/travelling out of the Joondalup City Centre	7	1.6%
Shopping	46	10.2%
Restaurants, cafés, pubs or bars	32	7.1%
Event, movies, show	1	0.2%
Visiting friends or family	6	1.3%
School, TAFE, university or other education/training	5	1.1%
Medical appointment	103	22.8%
Financial, insurance or real estate services	36	8.0%
Government services	74	16.4%
Other	11	2.4%
Total responses	451	—

*Numbers may not add up to total, as respondents may have selected more than one reason.

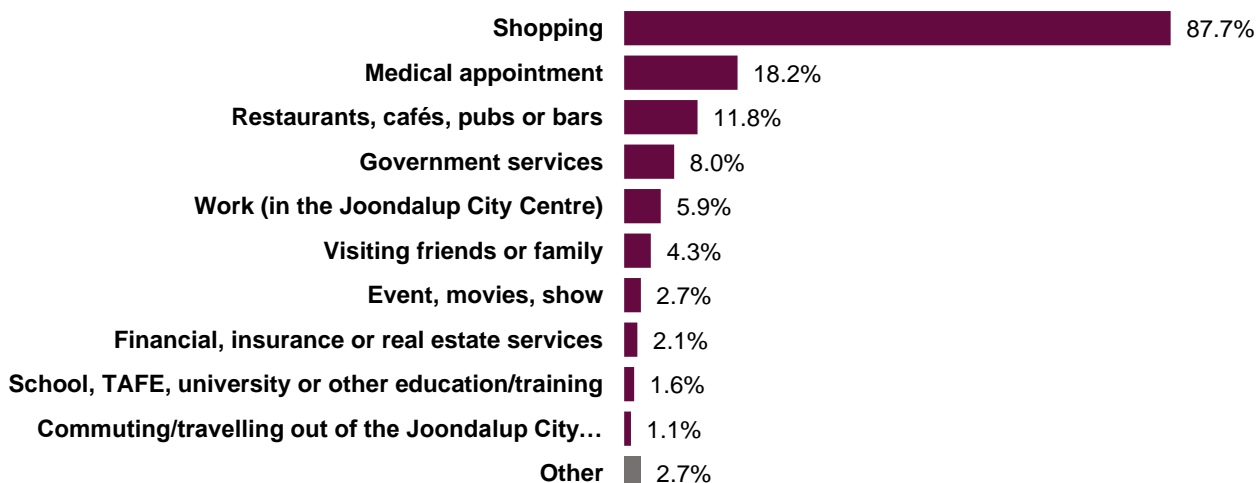
Existing paid parking customers (field survey) — Why have you come into the Joondalup City Centre today?



Potential paid parking customers (telephone survey) — When you visit the Joondalup City Centre, what is your main reason for visiting?	N*	%
Work (in the Joondalup City Centre)	11	5.9%
Commuting/travelling out of the Joondalup City Centre	2	1.1%
Shopping	164	87.7%
Restaurants, cafés, pubs or bars	22	11.8%
Event, movies, show	5	2.7%
Visiting friends or family	8	4.3%
School, TAFE, university or other education/training	3	1.6%
Medical appointment	34	18.2%
Financial, insurance or real estate services	4	2.1%
Government services	15	8.0%
Other	5	2.7%
Total responses (respondents who visit the Joondalup City Centre at least once per year or more often)	187	—

*Numbers may not add up to total, as respondents may have selected more than one reason.

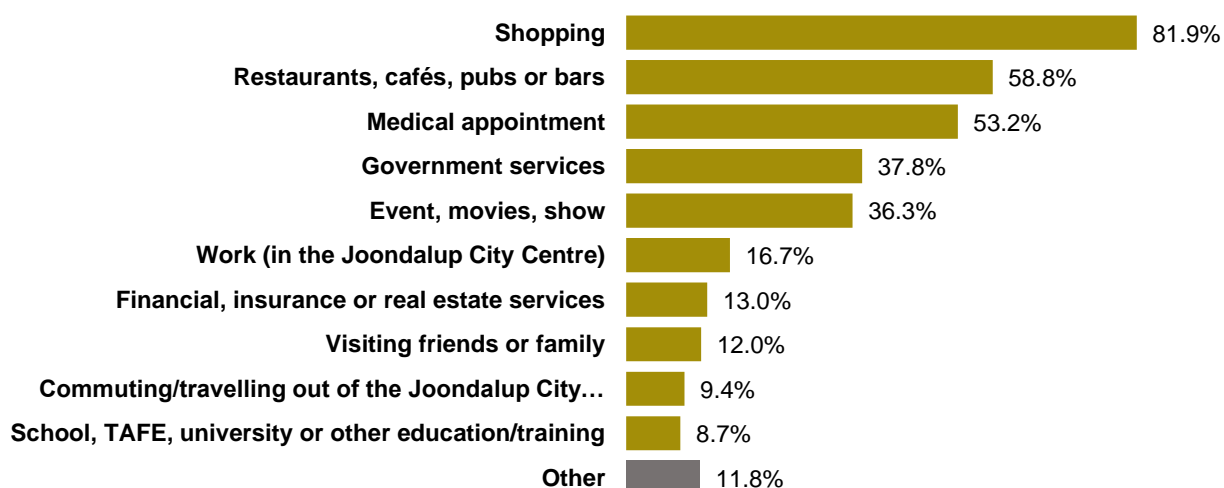
Potential paid parking customers (telephone survey) — When you visit the Joondalup City Centre, what is your main reason for visiting?



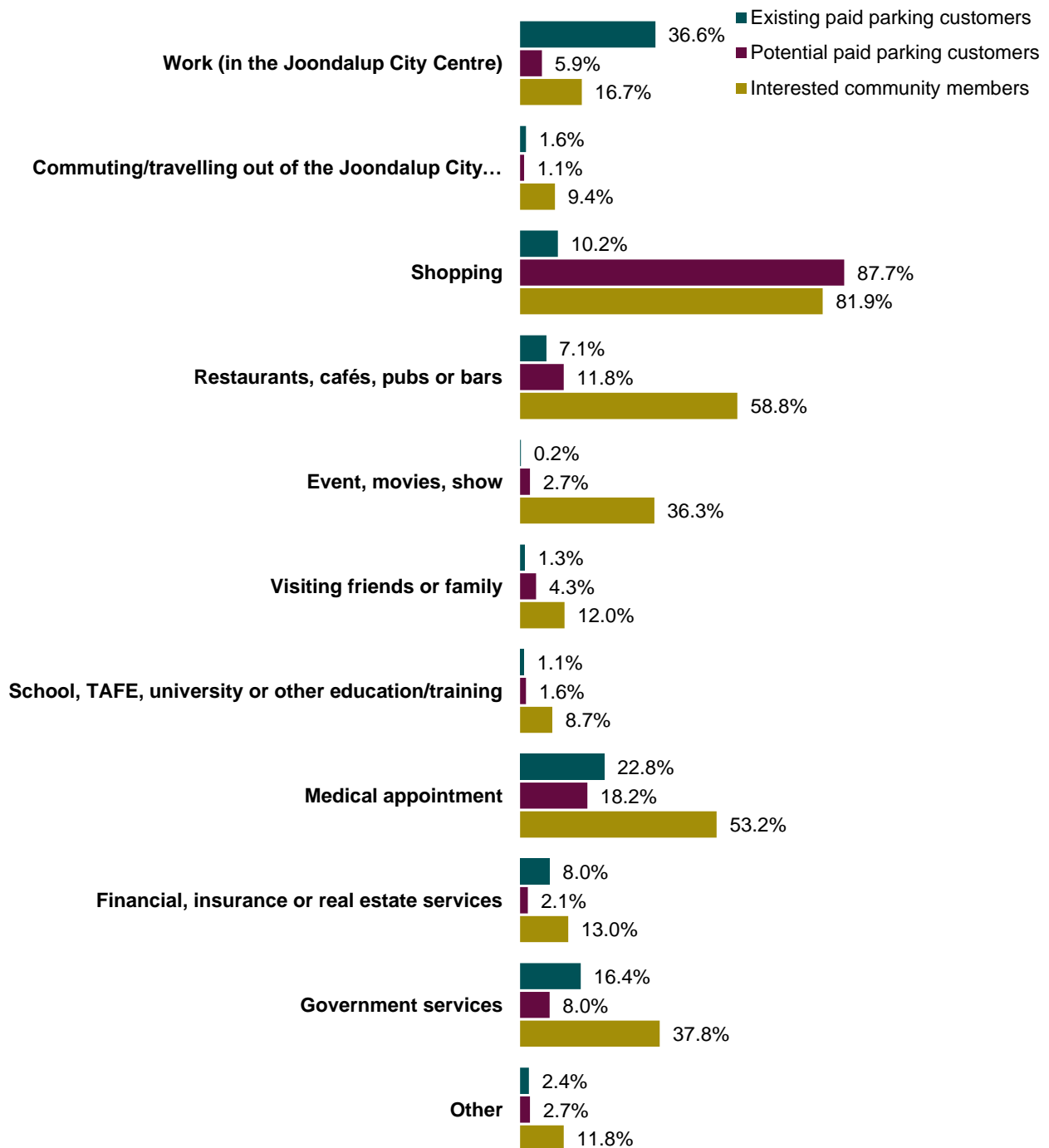
Interested community members (online community survey) — When you visit the Joondalup City Centre, what is your main reason for visiting?	N*	%
Work (in the Joondalup City Centre)	155	16.7%
Commuting/travelling out of the Joondalup City Centre	87	9.4%
Shopping	762	81.9%
Restaurants, cafés, pubs or bars	547	58.8%
Event, movies, show	338	36.3%
Visiting friends or family	112	12.0%
School, TAFE, university or other education/training	81	8.7%
Medical appointment	495	53.2%
Financial, insurance or real estate services	121	13.0%
Government services	352	37.8%
Other	110	11.8%
Total responses (respondents who visit the Joondalup City Centre at least once per year or more often)	930	—

*Numbers may not add up to total, as respondents may have selected more than one reason.

Interested community members (online community survey) — When you visit the Joondalup City Centre, what is your main reason for visiting?



Comparison of respondent types — Why have you come into the Joondalup City Centre today? OR When you visit the Joondalup City Centre, what is your main reason for visiting?



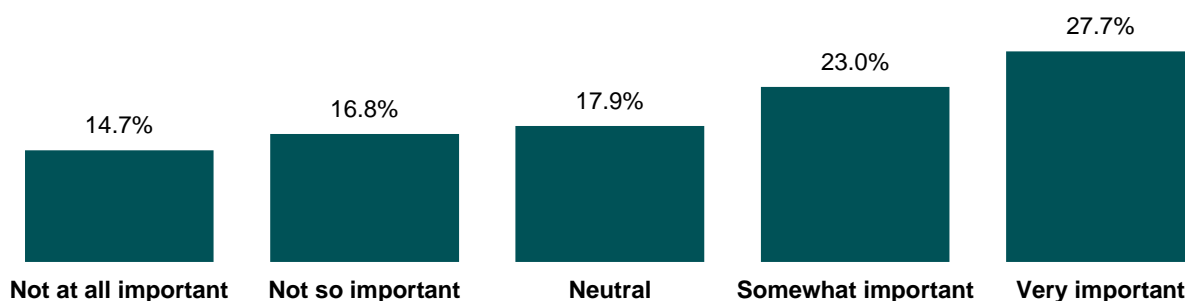
QUESTION: “How important a consideration was the cost of parking in your decision whether or not to visit the Joondalup City Centre today?” OR “How important a consideration is the cost of parking in your decision whether or not to visit the Joondalup City Centre?” OR “How much does paying for parking influence your decision to come into the Joondalup City Centre?”

Existing paid parking customers (field survey) and potential paid parking customers (telephone survey) were asked to indicate how important a consideration is/was the cost of parking in their decision whether or not to visit the Joondalup City Centre on a 5-point scale from “not at all important” to “very important”. Interested community members were similarly asked to indicate how much paying for parking influences their decision to come into the Joondalup City Centre on a 5-point scale from “not at all” to “a great deal”.

For existing paid parking customers (field survey), approximately half of respondents indicated that the cost of parking had been a “somewhat important” (23.0%) or “very important” (23.0%) consideration in their decision whether or not to visit the Joondalup City Centre that day. For potential paid parking customers (telephone survey), over 65% of respondents indicated that the cost of parking was a “somewhat important” (21.8%) or “very important” (45.5%) consideration in whether or not they choose to visit the Joondalup City Centre. For interested community members (online community survey), just over half of respondents indicated that paying for parking influences their decision to come into the Joondalup City Centre “a lot” (26.8%) or “a great deal” (31.7%). This data is shown in the tables and charts below.

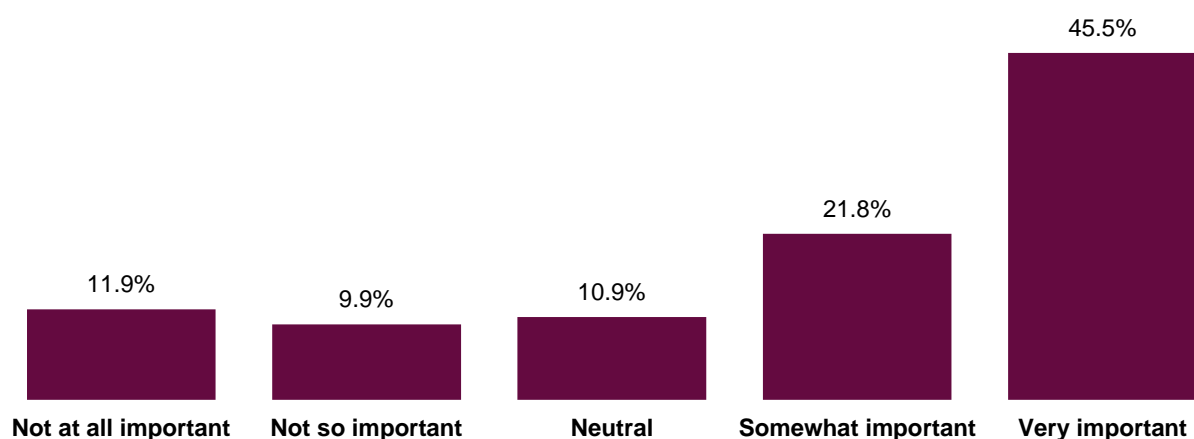
Existing paid parking customers (field survey) — How important a consideration was the cost of parking in your decision whether or not to visit the Joondalup City Centre today?	N	%
Not at all important	69	14.7%
Not so important	79	16.8%
Neutral	84	17.9%
Somewhat important	108	23.0%
Very important	130	27.7%
Total responses	470	100.0%

Existing paid parking customers (field survey) — How important a consideration was the cost of parking in your decision whether or not to visit the Joondalup City Centre today?



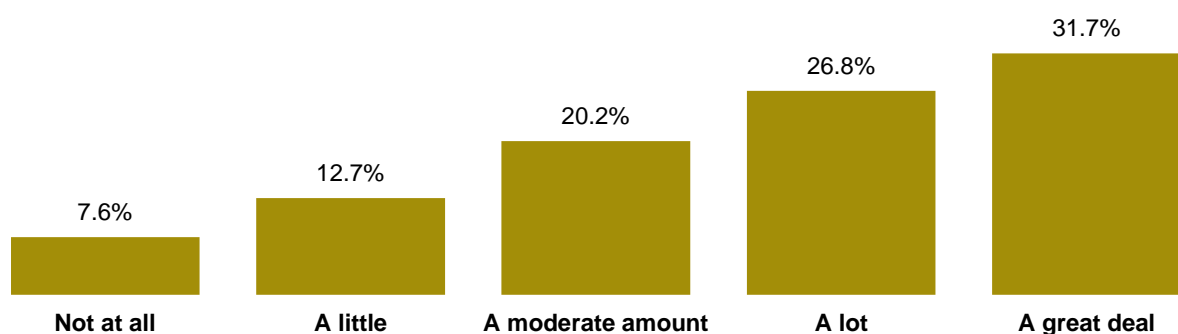
Potential paid parking customers (telephone survey) — How important a consideration is the cost of parking in your decision whether or not to visit the Joondalup City Centre?	N	%
Not at all important	24	11.9%
Not so important	20	9.9%
Neutral	22	10.9%
Somewhat important	44	21.8%
Very important	92	45.5%
Total responses	202	100.0%

Potential paid parking customers (telephone survey) — How important a consideration is the cost of parking in your decision whether or not to visit the Joondalup City Centre?

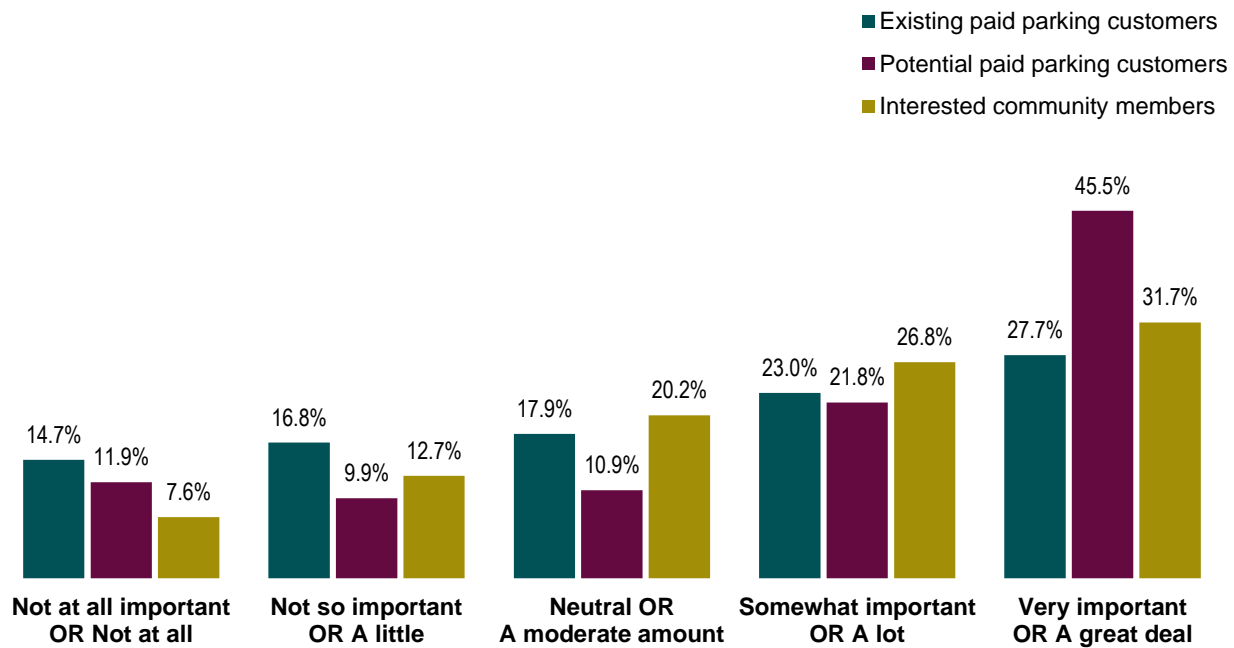


Interested community members (online community survey) — How much does paying for parking influence your decision to come into the Joondalup City Centre?	N	%
Not at all	71	7.6%
A little	119	12.7%
A moderate amount	189	20.2%
A lot	251	26.8%
A great deal	297	31.7%
No response	10	1.1%
Total responses	937	100.0%

Interested community members (online community survey) — How much does paying for parking influence your decision to come into the Joondalup City Centre?



Comparison of respondent types — How important a consideration was the cost of parking in your decision whether or not to visit the Joondalup City Centre today? OR How important a consideration is the cost of parking in your decision whether or not to visit the Joondalup City Centre? OR How much does paying for parking influence your decision to come into the Joondalup City Centre?

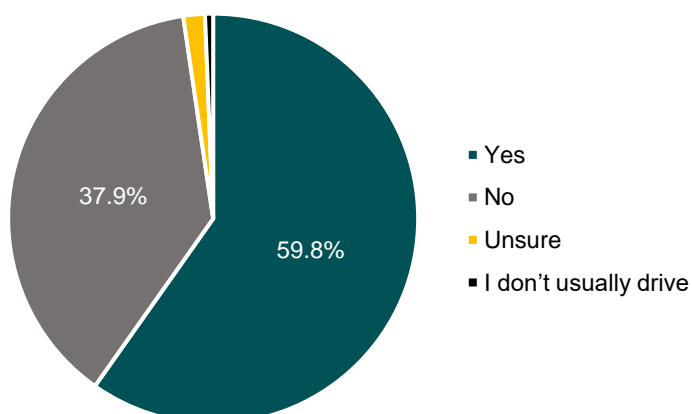


QUESTION: “Is this where you usually park when you visit the Joondalup City Centre?”

Existing paid parking customers (field survey) were asked if the car park they were parking in on the day of interview was the car park where they usually park. Over half of respondents indicated “yes” (59.8%) and 37.9% of respondents indicated “No”. Respondents being interviewed in car parks which comprised street parking were less likely to indicate that they usually park there, and respondents being interviewed in car parks where long-term/all day parking is permitted were more likely to indicate that they usually park there. This data is shown in the tables and chart below.

Existing paid parking customers (field survey) — Is this where you usually park when you visit the Joondalup City Centre?	N	%
Yes	281	59.8%
No	178	37.9%
Unsure	8	1.7%
I don't usually drive when I visit the Joondalup City Centre (public transport, walking, cycling, etc)	3	0.6%
Total responses	470	100.0%

Field survey (existing community members) — Is this where you usually park when you visit the Joondalup City Centre?

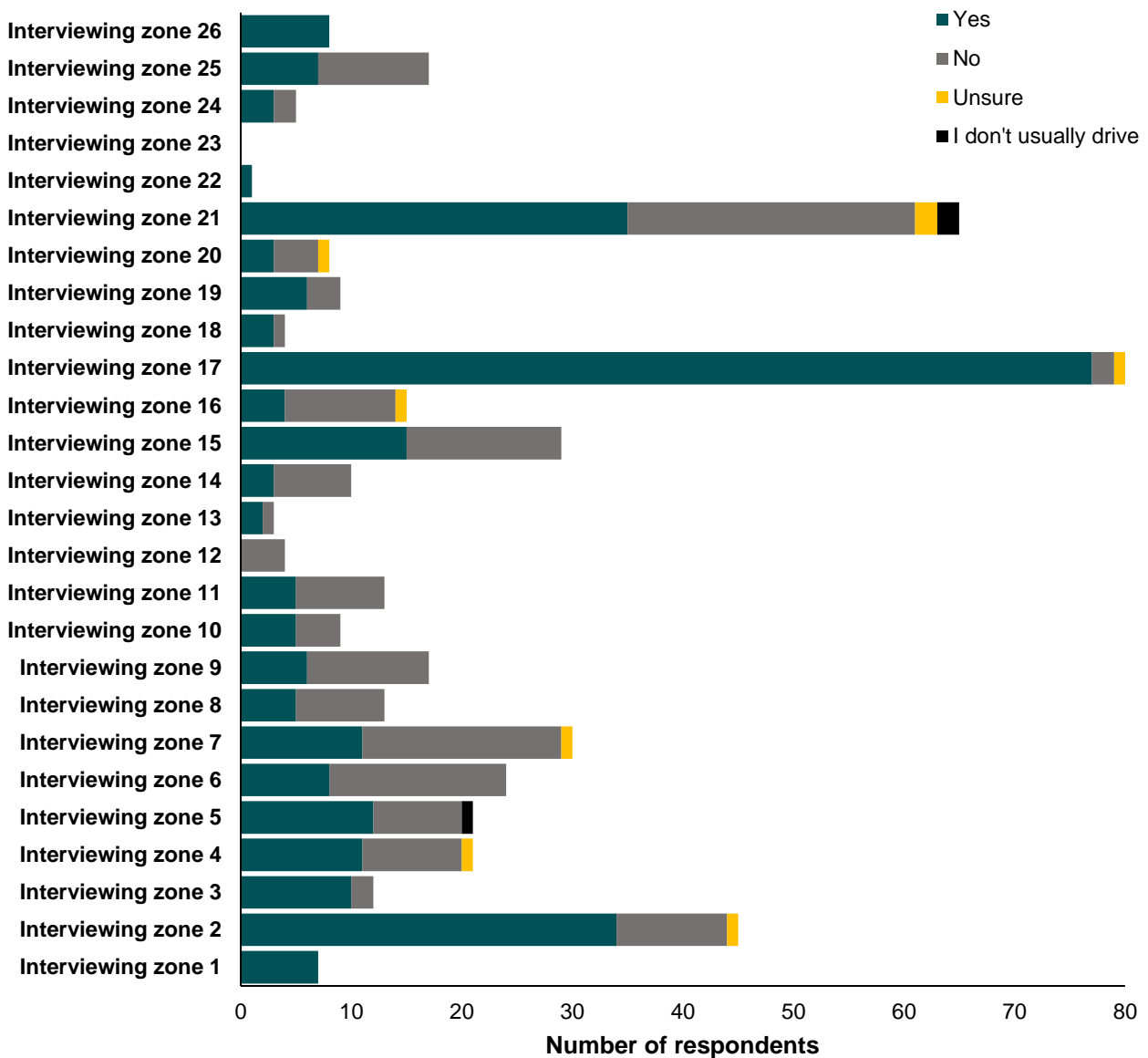


Existing paid parking customers (field survey) — Is this where you usually park when you visit the Joondalup City Centre? — by interviewing zone (see Appendix 1–2 for maps of locations)

Interviewing zone	Yes		No		Unsure		I don't usually drive when I visit the Joondalup City Centre	
	N	%*	N	%*	N	%*	N	%*
Interviewing zone 1	7	100.0%	0	0.0%	0	0.0%	0	0.0%
Interviewing zone 2	34	75.6%	10	22.2%	1	2.2%	0	0.0%
Interviewing zone 3	10	83.3%	2	16.7%	0	0.0%	0	0.0%
Interviewing zone 4	11	52.4%	9	42.9%	1	4.8%	0	0.0%
Interviewing zone 5	12	57.1%	8	38.1%	0	0.0%	1	4.8%
Interviewing zone 6	8	33.3%	16	66.7%	0	0.0%	0	0.0%
Interviewing zone 7	11	36.7%	18	60.0%	1	3.3%	0	0.0%
Interviewing zone 8	5	38.5%	8	61.5%	0	0.0%	0	0.0%
Interviewing zone 9	6	35.3%	11	64.7%	0	0.0%	0	0.0%
Interviewing zone 10	5	55.6%	4	44.4%	0	0.0%	0	0.0%
Interviewing zone 11	5	38.5%	8	61.5%	0	0.0%	0	0.0%
Interviewing zone 12	0	0.0%	4	100.0%	0	0.0%	0	0.0%
Interviewing zone 13	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Interviewing zone 14	3	30.0%	7	70.0%	0	0.0%	0	0.0%
Interviewing zone 15	15	51.7%	14	48.3%	0	0.0%	0	0.0%
Interviewing zone 16	4	26.7%	10	66.7%	1	6.7%	0	0.0%
Interviewing zone 17	77	96.3%	2	2.5%	1	1.3%	0	0.0%
Interviewing zone 18	3	75.0%	1	25.0%	0	0.0%	0	0.0%
Interviewing zone 19	6	66.7%	3	33.3%	0	0.0%	0	0.0%
Interviewing zone 20	3	37.5%	4	50.0%	1	12.5%	0	0.0%
Interviewing zone 21	35	53.8%	26	40.0%	2	3.1%	2	3.1%
Interviewing zone 22	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Interviewing zone 23	0	—	0	—	0	—	0	—
Interviewing zone 24	3	60.0%	2	40.0%	0	0.0%	0	0.0%
Interviewing zone 25	7	41.2%	10	58.8%	0	0.0%	0	0.0%
Interviewing zone 26	8	100.0%	0	0.0%	0	0.0%	0	0.0%
Total responses	281	—	178	—	8	—	3	—

* Percentage column denotes percentage within interviewing zone

Existing paid parking customers (field survey) — Is this where you usually park when you visit the Joondalup City Centre? — by interviewing zone (see Appendix 1–2 for maps of locations):

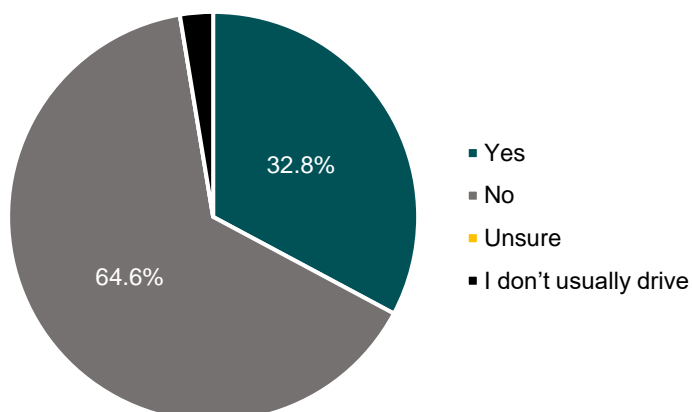


QUESTION: “When you visit the Joondalup City Centre, do you usually park in a paid parking area?”

Potential paid parking customers (telephone survey) and interested community members (online community survey) who indicated that they usually visit the Joondalup City Centre at least once per year or more often were asked to indicate whether they usually park in a paid parking area when they visit. For potential paid parking customers (telephone survey), approximately two-thirds of respondents indicated that they do not usually park in a paid parking area when they visit the Joondalup City Centre (66.3%). For interested community members (online community survey), approximately half of respondents indicated that they do not usually use paid parking when they visit. This data is shown in the tables and chart below.

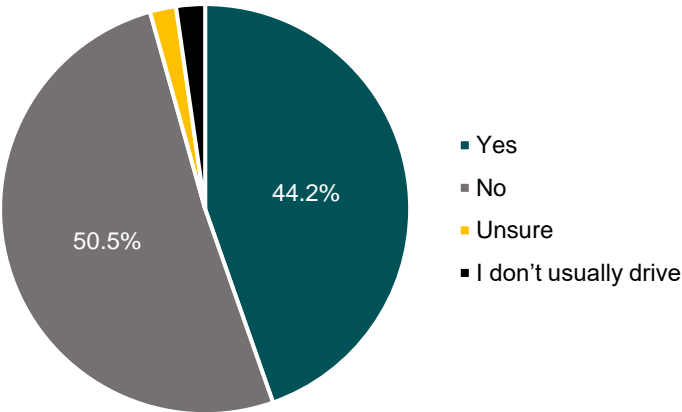
Potential paid parking customers (telephone survey) — When you visit the Joondalup City Centre, do you usually park in a paid parking area?	N	%
Yes	63	32.8%
No	124	64.6%
Unsure	0	0.0%
I don't usually drive when I visit the Joondalup City Centre (public transport, walking, cycling, etc)	5	2.6%
Total responses (respondents who visit the Joondalup City Centre at least once per year or more often)	192	100.0%

Potential paid parking customers (telephone survey) — When you visit the Joondalup City Centre, do you usually park in a paid parking area?



Interested community members (online community survey) — When you visit the Joondalup City Centre, do you usually park in a paid parking area?	N	%
Yes	411	44.2%
No	470	50.5%
Unsure	19	2.0%
I don't usually drive when I visit the Joondalup City Centre (public transport, walking, cycling, etc)	21	2.3%
No response	9	1.0%
Total responses (respondents who visit the Joondalup City Centre at least once per year or more often)	930	100.0%

Interested community members (online community survey) — When you visit the Joondalup City Centre, do you usually park in a paid parking area?

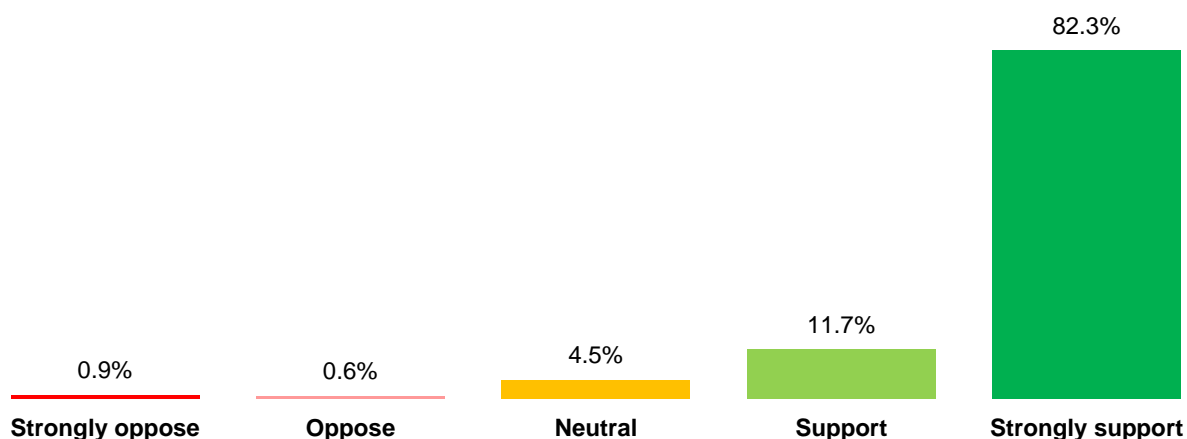


QUESTION: “The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?”

Respondents were advised that the City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Respondents were asked to indicate whether they support or oppose this proposal on a 5-point scale from “strongly support” to “strongly oppose”. For existing paid parking customers (field survey), over 90% of respondents indicated that they either “support” (11.7%) or “strongly support” (82.3%) the proposal. For potential paid parking customers (telephone survey), over 80% of respondents indicated that they either “support” (19.3%) or “strongly support” (62.4%) the proposal. For interested community members (online community survey), over 85% of respondents indicated that they either “support” (16.2%) or “strongly support” (68.6%) the proposal. This data is shown in the tables and charts below.

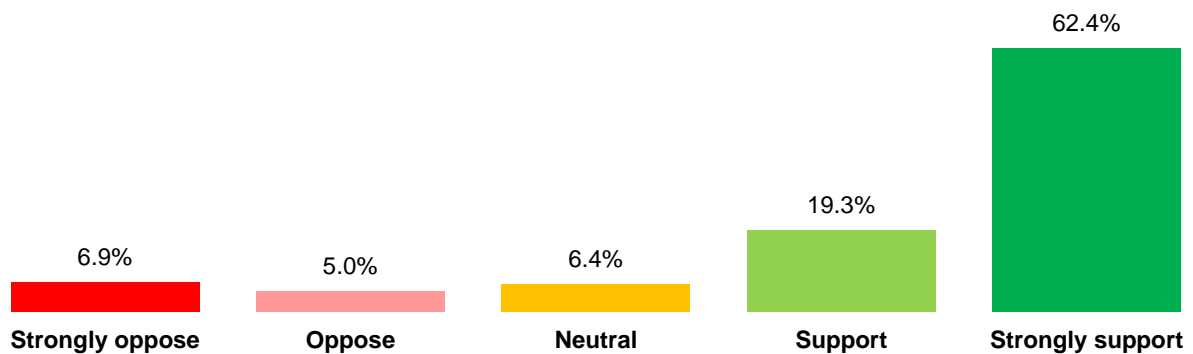
Existing paid parking customers (field survey) — The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?	N	%
Strongly oppose	4	0.9%
Oppose	3	0.6%
Neutral	21	4.5%
Support	55	11.7%
Strongly support	387	82.3%
Total responses	470	100.0%

Existing paid parking customers (field survey) — The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?



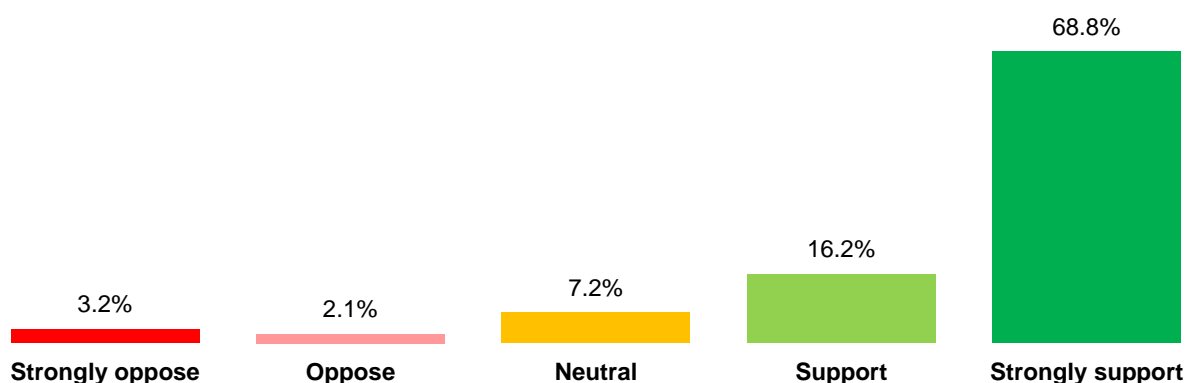
Potential paid parking customers (telephone survey) — The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?	N	%
Strongly oppose	14	6.9%
Oppose	10	5.0%
Neutral	13	6.4%
Support	39	19.3%
Strongly support	126	62.4%
Total responses	202	100.0%

Potential paid parking customers (telephone survey) — The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?

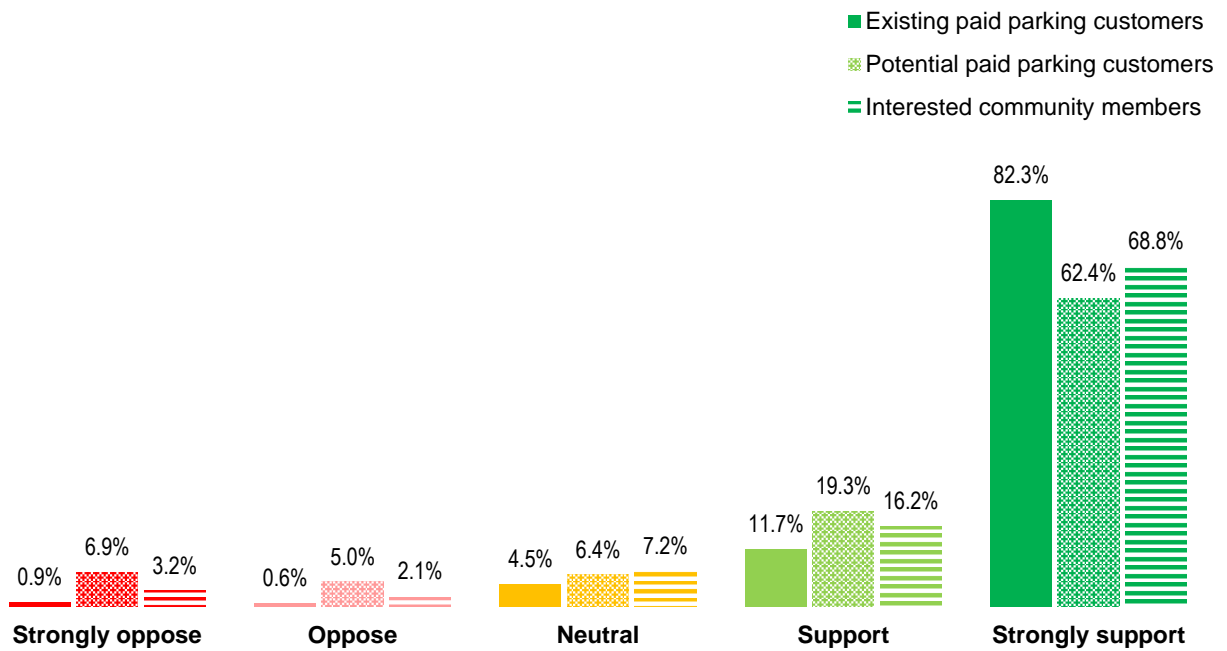


<u>Interested community members</u> (online community survey) — The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?		
	N	%
Strongly oppose	30	3.2%
Oppose	20	2.1%
Neutral	67	7.2%
Support	152	16.2%
Strongly support	645	68.8%
No response	23	2.5%
Total responses	937	100.0%

Interested community members (online community survey) — The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?



Comparison of respondent types — The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?

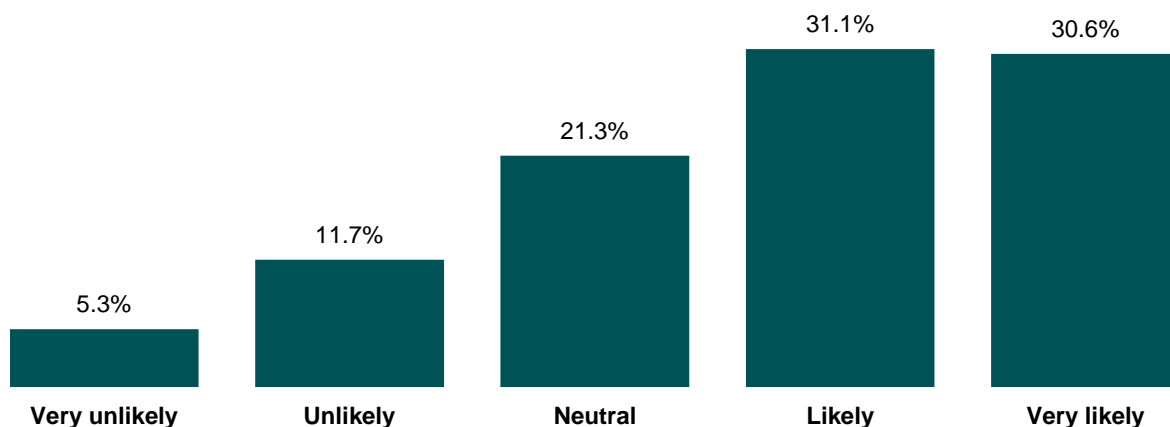


QUESTION: “If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to visit the Joondalup City Centre (more often)?”

Respondents were asked to indicate how likely they would be to visit the Joondalup City Centre (more often) if paid parking conditions were changed to include a half hour of free parking on a 5-point scale from “very unlikely” to “very likely”. For existing paid parking customers (field survey), just over 60% of respondents indicated that they are “likely” (31.1%) or “very likely” (30.6%) to visit the Joondalup City Centre more often. For potential paid parking customers (telephone survey), less than half of respondents indicated that they are “likely” (26.7%) or “very likely” (20.3%) to visit the Joondalup City Centre (more often). For interested community members (online community survey), approximately 60% of respondents indicated that they are “likely” (31.7%) or “very likely” (20.3%) to visit the Joondalup City Centre (more often). This data is shown in the tables and charts below.

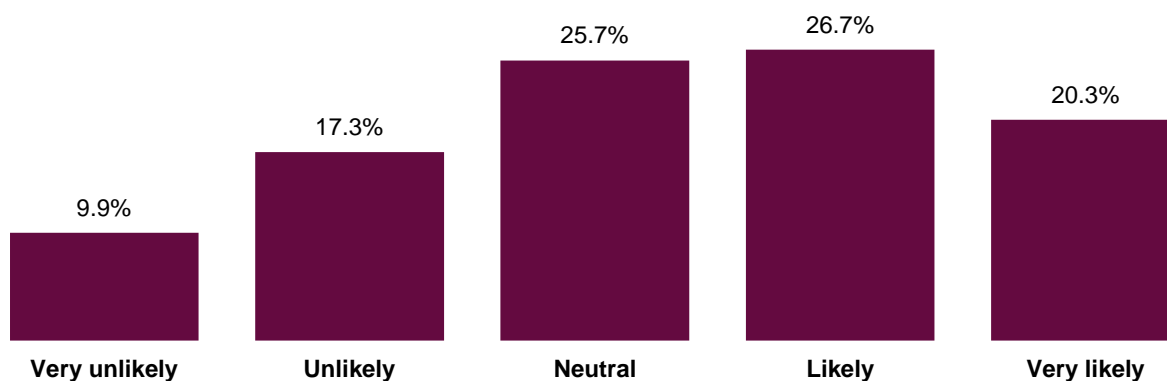
Existing paid parking customers (field survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to visit the Joondalup City Centre more often?	N	%
Very unlikely	25	5.3%
Unlikely	55	11.7%
Neutral	100	21.3%
Likely	146	31.1%
Very likely	144	30.6%
Total responses	470	100.0%

Existing paid parking customers (field survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to visit the Joondalup City Centre more often?



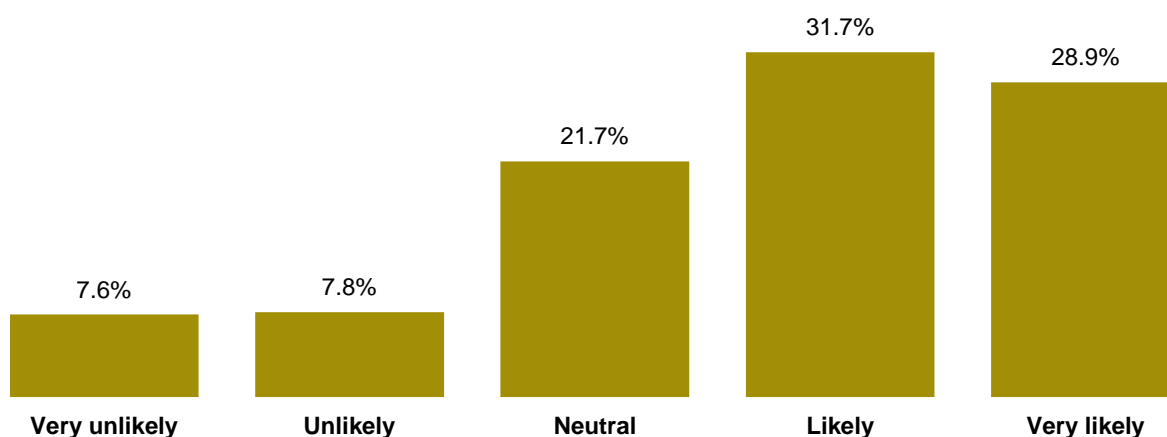
Potential paid parking customers (telephone survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to visit the Joondalup City Centre more often?	N	%
Very unlikely	20	9.9%
Unlikely	35	17.3%
Neutral	52	25.7%
Likely	54	26.7%
Very likely	41	20.3%
Total responses	202	100.0%

Potential paid parking customers (telephone survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to visit the Joondalup City Centre more often?

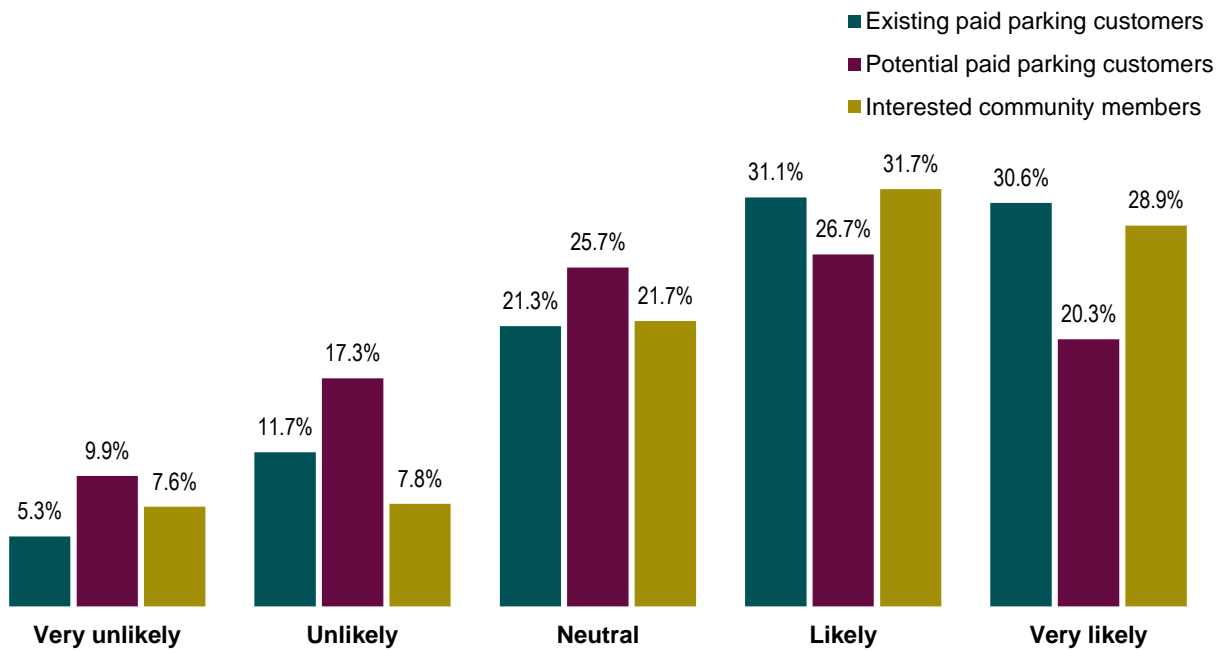


Interested community members (online community survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to visit the Joondalup City Centre more often?		
	N	%
Very unlikely	71	7.6%
Unlikely	73	7.8%
Neutral	203	21.7%
Likely	297	31.7%
Very likely	271	28.9%
No response	22	2.3%
Total responses	937	100.0%

Interested community members (online community survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to visit the Joondalup City Centre more often?



Comparison of respondent types — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to visit the Joondalup City Centre (more often)?

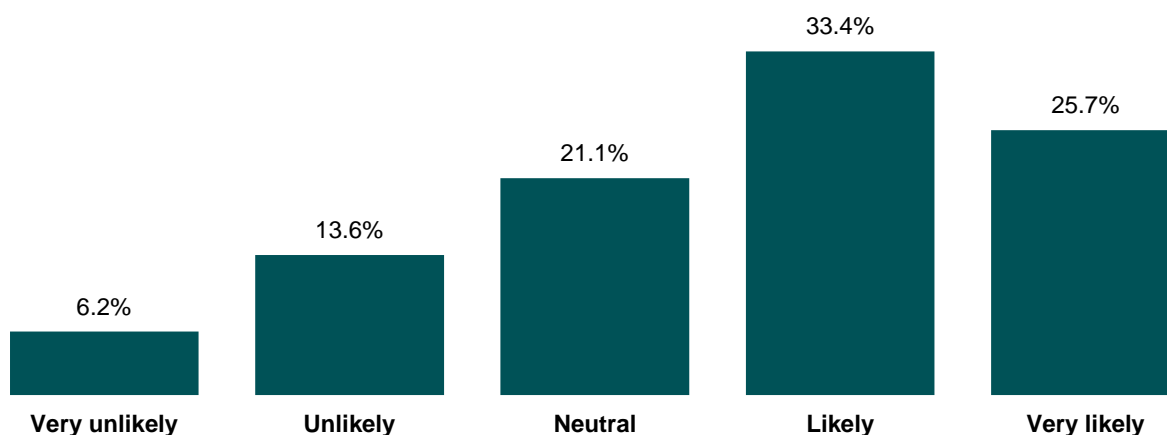


QUESTION: “If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to stay for longer in the Joondalup City Centre when you do visit?”

All existing paid parking customers (field survey), as well as potential paid parking customers (telephone survey) and interested community members (online community survey) who indicated that they usually visit the Joondalup City Centre at least once per year or more often, were asked to indicate how likely they would be to stay for longer in the Joondalup City Centre if the City were to change paid parking conditions to include a half hour of free parking. Respondents were asked to respond on a 5-point scale from “very unlikely” to “very likely”. For existing paid parking customers (field survey), just over half of the respondents indicated that they are “likely” (33.4%) or “very likely” (25.7%) to stay for longer in the Joondalup City Centre when they do visit. For potential paid parking customers (telephone survey), approximately two-thirds of respondents indicated that they are “neutral” (33.9%), “unlikely” (21.9%) or “very unlikely” (10.4%) to stay for longer when they do visit. For interested community members (online community survey), approximately half of the respondents indicated that they are either “neutral” (26.8%), “unlikely” (16.6%), or “very unlikely” (8.3%) to stay for longer in the Joondalup City Centre when they do visit. This data is shown in the table and charts below.

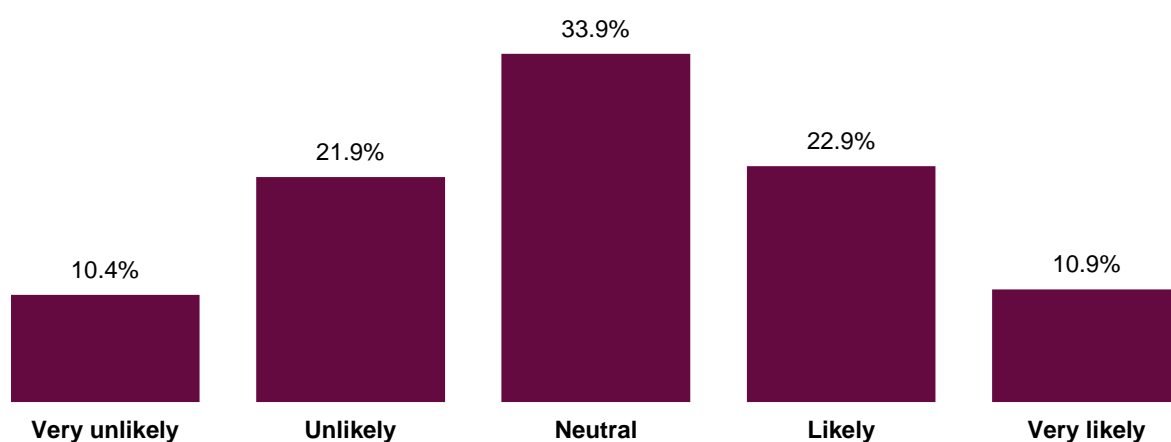
Existing paid parking customers (field survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to stay for longer in the Joondalup City Centre when you do visit?	N	%
Very unlikely	29	6.2%
Unlikely	64	13.6%
Neutral	99	21.1%
Likely	157	33.4%
Very likely	121	25.7%
Total responses	470	100.0%

Existing paid parking customers (field survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to stay for longer in the Joondalup City Centre when you do visit?



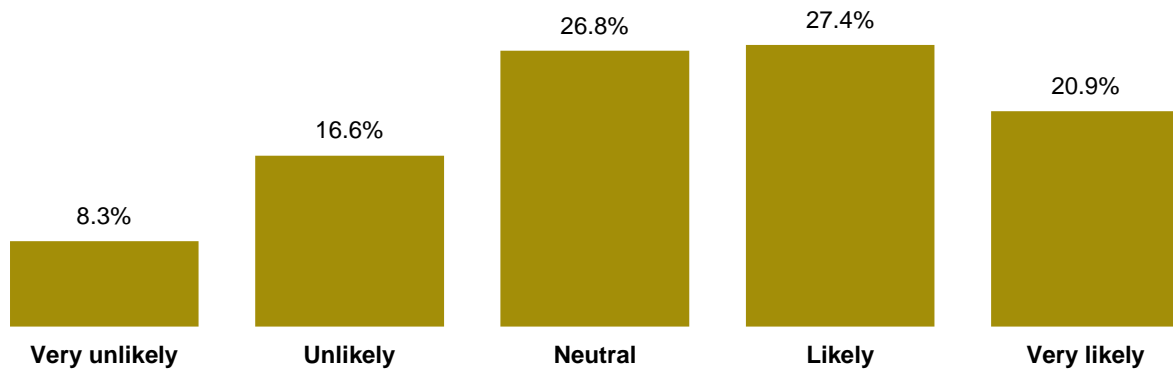
Potential paid parking customers (telephone survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to stay for longer in the Joondalup City Centre when you do visit?	N	%
Very unlikely	20	10.4%
Unlikely	42	21.9%
Neutral	65	33.9%
Likely	44	22.9%
Very likely	21	10.9%
Total responses (respondents who visit the Joondalup City Centre at least once per year or more often)	192	100.0%

Potential paid parking customers (telephone survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to stay for longer in the Joondalup City Centre when you do visit?

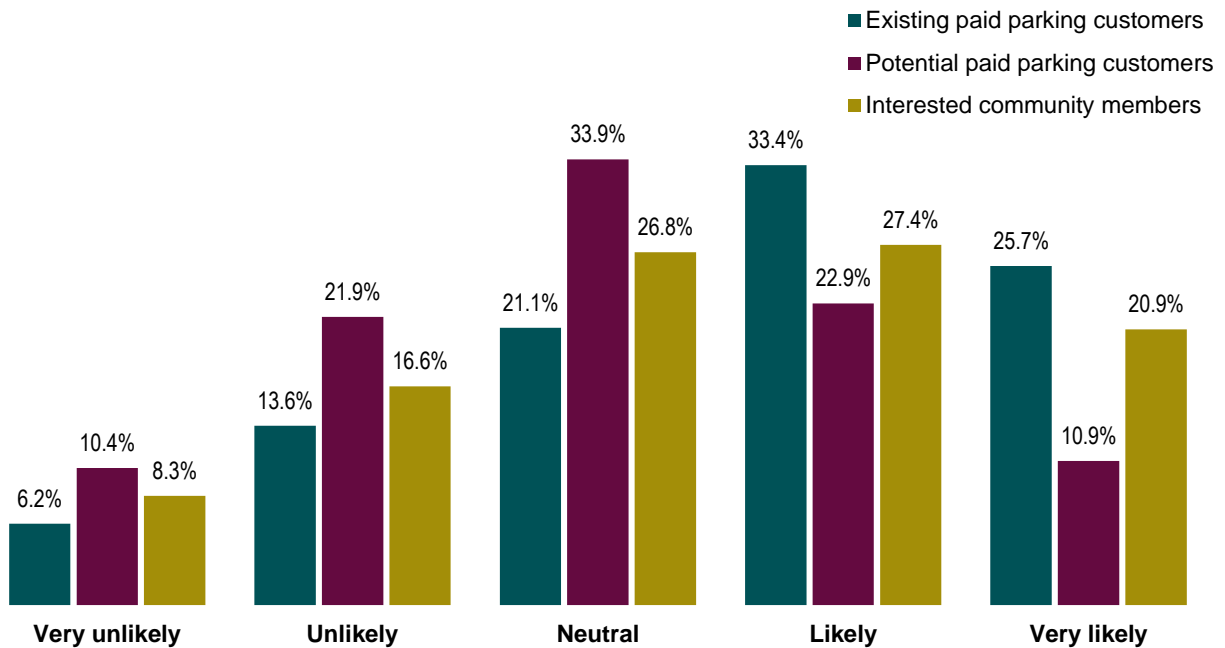


Interested community members (online community survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to stay for longer in the Joondalup City Centre when you do visit?	N	%
Very unlikely	75	8.3%
Unlikely	150	16.6%
Neutral	242	26.8%
Likely	247	27.4%
Very likely	189	20.9%
No response	27	3.0%
Total responses (respondents who visit the Joondalup City Centre at least once per year or more often)	903	100.0%

Interested community members (online community survey) — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to stay for longer in the Joondalup City Centre when you do visit?



Comparison of respondent types — If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, how likely are you to stay for longer in the Joondalup City Centre when you do visit?



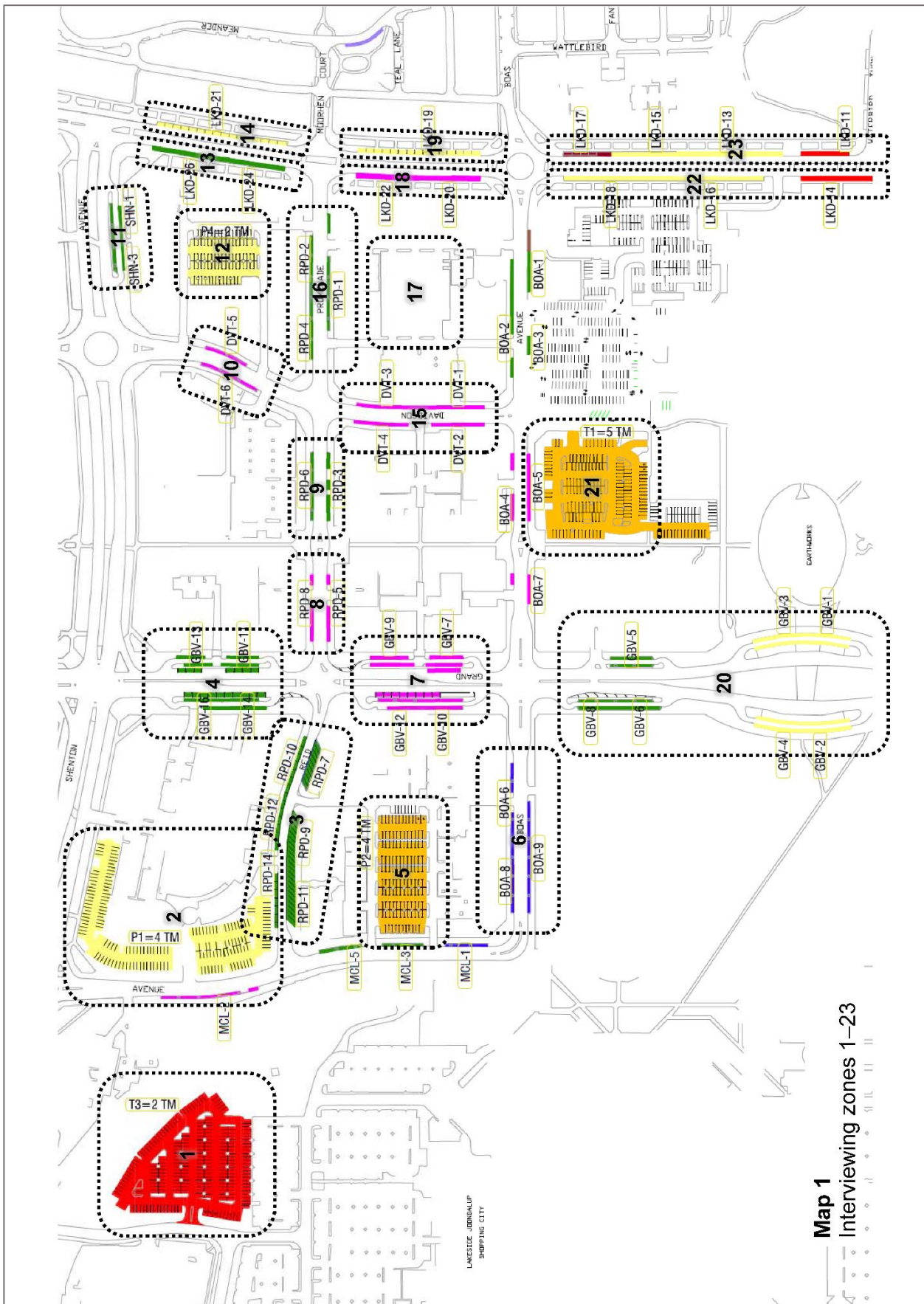
QUESTION: “Do you have any comments about parking in the Joondalup City Centre?”

Respondents were asked if they had any comments about parking in the Joondalup City Centre. Approximately two-thirds of respondents provided comment and 297 of these indicated that they would prefer longer than 30 minutes of free parking. A large number of respondents also expressed the belief that paid parking deters visitors to the Joondalup City (or decreases vibrancy) (165), and 123 respondents stated that free parking would support small businesses. These comments have been broadly grouped and quantified in the table below. Verbatim comments have been randomised and are provided at Appendix 16.

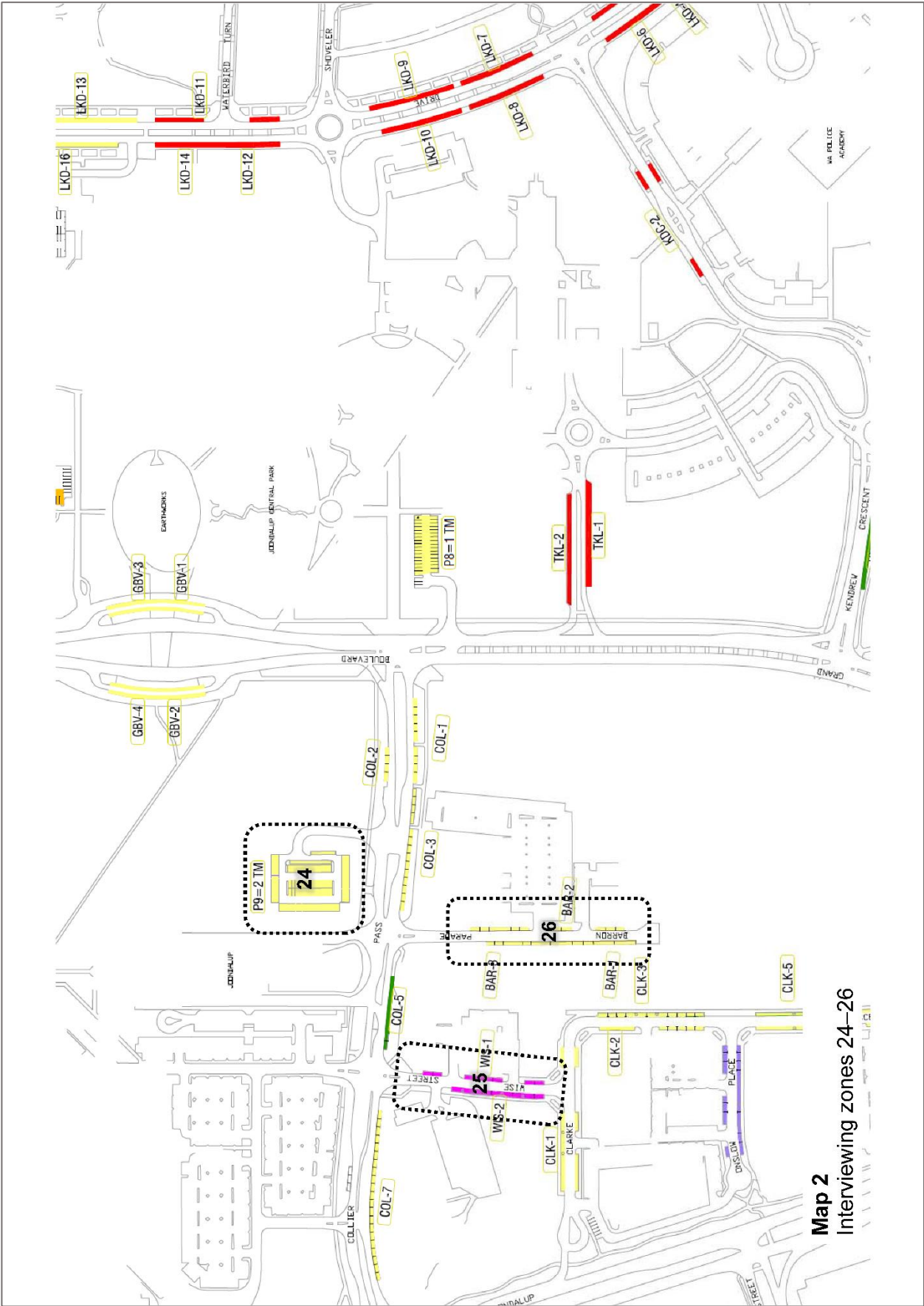
Do you have any comments about parking in the Joondalup City Centre? (summary):	N*	%
Support proposal (in general)	59	6.3%
Prefer longer than 30 minutes free parking	297	31.7%
Paid parking is too expensive	94	10.0%
Paid parking is annoying/inconvenient	48	5.1%
Not enough parking available	26	2.8%
More disabled and/or pensioner parking required	11	1.2%
Parking should be free (in general)	141	15.0%
Parking should be free for Joondalup residents and/or ratepayers	23	2.5%
Parking should be free for hospital and/or medical	101	10.8%
Parking should be free for shopping, restaurants and/or movies	24	2.6%
Parking should be free/discounted for workers, volunteers, students and/or businesses	26	2.8%
Paid parking deters visitors/decreases vibrancy of City Centre	165	17.6%
Free parking would support local businesses	123	13.1%
Parking inspectors are unreasonable/strict	30	3.2%
Pre-paying for parking is frustrating	30	3.2%
Usually park at Lakeside Shopping Centre/other free parking areas to avoid parking fees	42	4.5%
Other (miscellaneous) comments	149	15.9%
No response	314	33.5%
Total comments	623	—
Total responses	937	—

*Numbers may not add up to total, as respondents may have addressed more than one subject.

APPENDIX 1 — Field survey map 1 of paid parking locations (interviewing zones 1–23)



APPENDIX 2 — Field survey map 2 of paid parking locations (interviewing zones 24–26)



APPENDIX 3 — Field survey interview schedule

DAY 1 — Wednesday 6 February 2019

ZONE	TIME																
	07:00	07:30	08:00	08:30	09:00	09:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00
2				2 INTERVIEWERS													
4				2 INTERVIEWERS													
15				2 INTERVIEWERS													
21				2 INTERVIEWERS													
3				2 INTERVIEWERS													
10				1 INTERVIEWER													
11				1 INTERVIEWER													
16				1 INTERVIEWER													
8				1 INTERVIEWER													
9				1 INTERVIEWER													
12																	
18																	
13																	

DAY 2 — Thursday 7 February 2019

ZONE	TIME																
	07:00	07:30	08:00	08:30	09:00	09:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00
1				1 INTERVIEWER													
22 & 23				1 INTERVIEWER													
24				1 INTERVIEWER													
26				1 INTERVIEWER													
19				1 INTERVIEWER													
14				1 INTERVIEWER													
7				2 INTERVIEWERS													
6				2 INTERVIEWERS													
25				1 INTERVIEWER													
5																	
20																	
17																	

APPENDIX 4 — Field survey interview script (page 1)



Joondalup Field Survey Interviews

Introduction:

Hello, my name is ... from ECU Survey Research Centre. We are conducting a short survey on behalf of the City of Joondalup about proposed changes to paid parking in the Joondalup City Centre. We can offer you a free parking pass to use today if you have 3 minutes to spare?

[If yes, continue]

Before we begin, can I confirm that you are aged 18 or over?

- ☐ Yes – 18 or over
- ☐ No – under 18 [If no, do not continue]

Q1. Could you tell me what suburb you live in?

[record suburb name]

Q2. Why have you come into the Joondalup City Centre today?

[MULTIPLE RESPONSE]

- ☐ Work (in the Joondalup City Centre)
- ☐ Commuting/travelling out of the Joondalup City Centre (such as for the train)
- ☐ Shopping
- ☐ Restaurants, cafés, pubs or bars
- ☐ Event, movies, show
- ☐ Visiting friends or family
- ☐ School, TAFE, university or other education/training
- ☐ Medical appointment
- ☐ Financial, insurance or real estate services
- ☐ Government services (eg Centrelink/Medicare, Licensing Services, etc)
- ☐ Other

Q3. Could you tell me approximately how often you usually come into the Joondalup City Centre?

[code to the following categories]

- ☐ I live in the Joondalup City Centre
- ☐ Every day (Monday–Sunday)
- ☐ 3–5 times per week
- ☐ At least once per week
- ☐ At least once per month
- ☐ At least 6 times per year
- ☐ At least once per year
- ☐ Less than once per year

Q4. Is this where you usually park when you visit the Joondalup City Centre?

[\[code to the following categories\]](#)

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ I don't usually drive when I visit the Joondalup City Centre (public transport, walking, cycling, etc)

Q5. How important a consideration was the cost of parking in your decision whether or not to visit the Joondalup City Centre today?

[\[read out response options\]](#)

- Not at all important / Not so important / Neutral / Somewhat important / Very important

Q6. The City is considering changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?

[\[read out response options\]](#)

- Strongly oppose / Oppose / Neutral / Support / Strongly support

Q7. If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking: — how likely are you to visit the Joondalup City Centre more often?

[\[read out response options\]](#)

- Very unlikely / Unlikely / Neutral / Likely / Very likely

–

Q8. — how likely are you to stay for longer in the Joondalup City Centre when you do visit?

[\[read out response options\]](#)

- Very unlikely / Unlikely / Neutral / Likely / Very likely

Closing:

Thank you very much for your time. Please place the free parking permit on your dashboard; remember it is valid for today only.

OFFICE USE: I certify that this is a true, accurate and complete interview, conducted in accordance with IQCA standards and the ICC/ESOMAR international Code of conduct. I will not disclose to any other person the content of this questionnaire or any other information relating to this project.

INTERVIEWER INITIAL _____

APPENDIX 5 — Telephone survey interview script (page 1)

Hello, my name is [...] from ECU Survey Research Centre. We are calling on behalf of the City of Joondalup to conduct a short survey about proposed changes to paid parking in the Joondalup City Centre. Can I speak to the person in the household aged 18 years or over?

RE-INTRODUCE IF REQUIRED

The interview will take less than 5 minutes, will be used for research purposes only and is absolutely confidential and we would really appreciate your help.

SRC abides by the Australian Privacy Principles, so before we begin, I want to assure you of confidentiality for any answers you may give, and let you know that parts of this survey may be listened to for training and quality control purposes.

1. Could you tell me what suburb you live in?

[Ashby]
[Beldon]
[Burns Beach]
[Carramar]
[Connolly]
[Craigie]
[Currambine]
[Edgewater]
[Heathridge]
[Iluka]
[Joondalup]
[Kallaroo]
[Kinross]
[Mullaloo]
[Ocean Reef]
[Pearsall]
[Sinagra]
[Tapping]
[Woodvale]
[Other (specify)]

I would like to ask you a couple of questions relating to paid parking in the Joondalup City Centre. This is the area bounded by Joondalup Hospital in the north, Lake Joondalup in the east, Edith Cowan University in the south, and Lakeside Joondalup Shopping Centre in the west, it includes a number of car parks with ticket machines as well as street parking. Do you know the area I'm talking about?

IF NO, CLARIFY FURTHER — SEE MAP

-
2. *Could you tell me approximately how often you usually visit the Joondalup City Centre?*

[I live in the Joondalup City Centre] ↓ [SKIP QUESTIONS 9–11](#)
[Every day (Monday–Sunday)] ↓ [SKIP QUESTIONS 9–11](#)
[3–5 times per week] ↓ [SKIP QUESTIONS 9–11](#)
[At least once per week] ↓ [SKIP QUESTIONS 9–11](#)
[At least once per month] ↓ [SKIP QUESTIONS 9–11](#)
[At least 6 times per year] ↓ [SKIP QUESTIONS 9–11](#)
[At least once per year] ↓ [SKIP QUESTIONS 9–11](#)
[Less than once per year] → [GO TO QUESTION 9](#)
[Never] → [GO TO QUESTION 9](#)

3. *When you visit the Joondalup City Centre, what is your main reason for visiting?*

[Work (in the Joondalup City Centre)]
[Commuting/travelling out of the Joondalup City Centre (such as for the train)]
[Shopping]
[Restaurants, cafés, pubs or bars]
[Event, movies, show]
[Visiting friends or family]
[School, TAFE, university or other education/training]
[Medical appointment]
[Financial, insurance or real estate services]
[Government services (eg Centrelink/Medicare, Licensing Services, etc)]
[Other]

4. *How important a consideration is the cost of parking in your decision whether or not to visit the Joondalup City Centre?*

[READ OUT](#)

[Not at all important]
[Not so important]
[Neutral]
[Somewhat important]
[Very important]

5. *When you visit the Joondalup City Centre, do you usually park in a paid parking area?*

[Yes]
[No]
[Unsure]
[I don't usually drive when I visit the Joondalup City Centre (public transport, walking, cycling, etc)]

-
6. *The City is considering changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?*

READ OUT

[Strongly oppose]
[Oppose]
[Neutral]
[Support]
[Strongly support]

7. *If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking: - how likely are you to visit the Joondalup City Centre more often?*

READ OUT

[Very unlikely]
[Unlikely]
[Neutral]
[Likely]
[Very likely]

8. *How likely are you to stay for longer in the Joondalup City Centre when you do visit?*

READ OUT

[Very unlikely]
[Unlikely]
[Neutral]
[Likely]
[Very likely]

9. *How important a consideration is the cost of parking in your decision whether or not to visit the Joondalup City Centre?*

READ OUT

[Not at all important]
[Not so important]
[Neutral]
[Somewhat important]
[Very important]

10. *The City is considering changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?*

READ OUT

[Strongly oppose]
[Oppose]
[Neutral]
[Support]
[Strongly support]

11. If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking: — how likely are you to visit the Joondalup City Centre more often?

READ OUT

[Very unlikely]

[Unlikely]

[Neutral]

[Likely]

[Very likely]

That is the end of the interview. Thank you for your time. Just to remind you my name is [...] from the Survey Research Centre at Edith Cowan University, calling on behalf of the City of Joondalup.

If you have any questions about this research you can telephone our office. Would you like the number?

APPENDIX 6 — Online community survey email to Community Engagement Network Members

From: Consultation
Sent: Friday, 15 February 2019 11:26 AM
Subject: Community Engagement — Paid Parking Survey

Dear Community Engagement Network members,

The City of Joondalup is seeking community feedback on changes to paid parking conditions in the Joondalup City Centre. We are keen to hear from residents and visitors, as well as businesses located within the Joondalup City Centre area.

If you would like to provide feedback as a community member, please complete the [Community Survey](#). If you would like to provide feedback on behalf of a business or organisation located within the Joondalup City Centre, please complete the [Business Survey](#).

[Frequently Asked Questions](#) have been developed to assist in responding to this survey. You are able to complete both surveys if you wish. For further information, please contact the **Corporate Services Team** on **9400 4378** or via [email](#). Submissions accepted **Friday 15 February 2019** to **Thursday 14 March 2019**.

Community Engagement Network
City of Joondalup

Tel: 08 9400 4000

Fax: 08 9300 1383

Email: consultation@joondalup.wa.gov.au



The information contained in this communication may be confidential or commercially sensitive. If you are not the intended recipient you must not copy this communication, disclose its contents to any other party, or take any action in reliance on it. Please delete and destroy all copies and immediately notify the sender on 9400 4000 or by reply email.

APPENDIX 7 — Online community survey Frequently Asked Questions



Paid Parking Survey Frequently Asked Questions

What is the purpose of the community engagement?

The purpose of the community engagement is to seek community feedback on possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Further, the City is seeking feedback from existing and potential car park customers on whether they believe their usage would change if half hour free parking was introduced.

Why did the Council introduce paid parking in 2008?

Paid parking in the Joondalup City Centre was instituted by Council in 2008 and currently applies from Monday to Friday between 8.00am and 6.00pm. Paid parking was introduced in response to community concerns regarding parking issues and was intended to assist local businesses in supplying convenient parking for customers by encouraging a higher turnover in parking bay use.

How does the City spend the revenue from paid parking?

Surpluses of parking revenue, after allowing for all the operating costs, are allocated to a Parking Facility Reserve fund that is applied in the development and provision of facilities and services, both parking and non-parking, in the Joondalup City Centre. This has included the City's one-third share of the cost of the CAT bus service and the recent construction of the multi-storey Reid Promenade Car Park.

The City's *20 Year Strategic Financial Plan*, assumes that the ongoing surpluses in the Parking Facility Reserve will be available to help pay off existing loans and, in the future, assist with the funding of a second multi-storey car park.

Why is the City investigating the possibility of introducing a half hour of free parking?

The City of Joondalup Council has requested that the City investigate introducing a half hour of free parking as a possible means of stimulating hospitality and tourism ventures in the Joondalup City Centre. At its meeting on 16 October 2018, the Council requested that the City undertake community engagement as part of these investigations.

What is the financial implication of introducing a half hour of free parking?

The introduction of a half hour of free parking would have a significant impact on the overall financial and key parking assumptions for the City. The reduced revenue would be approximately \$649,000 per annum, the result of which would be a corresponding increase in the City's operating deficit. The most immediate impact would be that the loan for the construction of Reid Promenade Multi Storey Car Park, currently fully funded from parking revenue, would need to be at least partly funded from rate revenue. Longer term, reserve funds would no longer be available to pay for future additional parking infrastructure such as a proposed second multi-storey car park.

Who is being engaged on this proposal?

The City is directly engaging with the following community stakeholders:

- All City Centre businesses known to the City of Joondalup which are located within the paid parking area
- Joondalup Business Association
- Community Engagement Network members

In addition, the City will be conducting on-site interviews with paid parking users, and conducting a telephone survey with 200 potential visitors to the Joondalup City Centre drawn from a random sample of residents living within 10 kilometres.

All information is available on the City's website. Anyone interested in the proposal can complete a Comment Form. Responses are limited to one per person.

How do I provide feedback on the proposal?

If you are interested in providing feedback, please complete either the online Business Survey or the online Community Survey available via the "Community Consultation" section of the City's website at joondalup.wa.gov.au

When is the engagement period open?

The community engagement period is open between **Friday 15 February 2019** and **Thursday 14 March 2019**.

Who do I contact for further information?

For further information please contact the City's Corporate Services Team on **9400 4378** or email info@joondalup.wa.gov.au

APPENDIX 8 — Online community survey form (page 1)



Paid Parking | Community Survey

The City of Joondalup is investigating possible changes to paid parking conditions in the Joondalup City Centre and is keen to learn what the impact of these changes could be on the community. [Frequently Asked Questions](#) have been developed to assist you in responding to this survey.

If you would like to submit feedback on behalf of a business located within this area, please complete the [Business Survey](#).

City of Joondalup | 90 Boas Avenue Joondalup WA 6027 | PO Box 21 Joondalup WA 6919
T: 9400 4000 F: 9300 1383 | joondalup.wa.gov.au | info@joondalup.wa.gov.au

Next

(page 2)



Paid Parking | Community Survey

Please note that for your feedback to be validated, your contact details must be provided. This information will be treated as confidential and will not be published in any document or report on the outcome of the engagement.

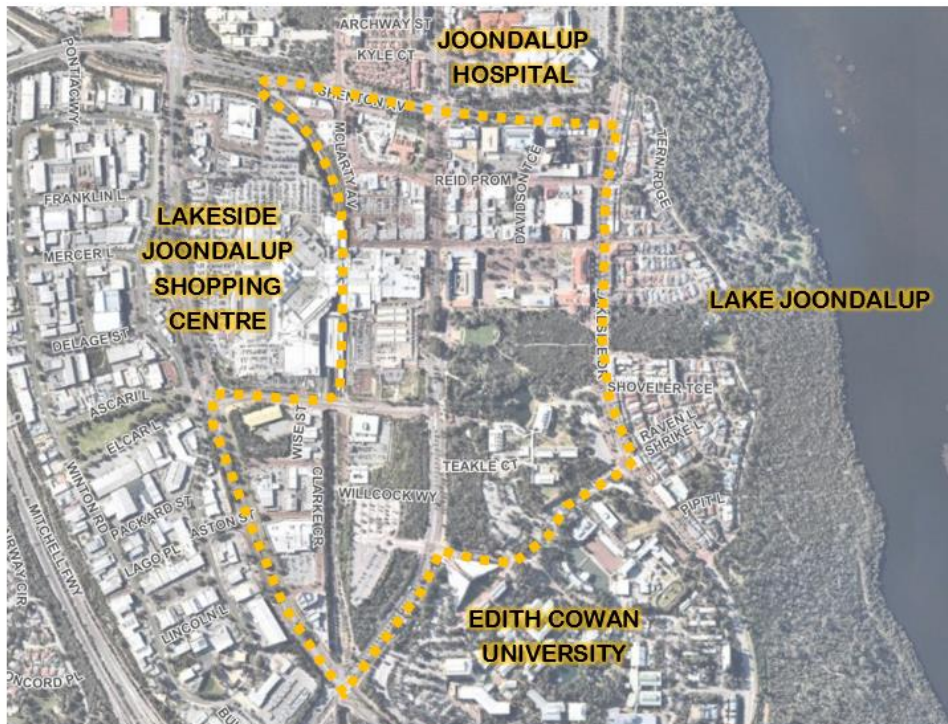
Only one survey per person will be accepted.

*** Your details:**

Name:	<input type="text"/>
Address:	<input type="text"/>
Suburb:	<input type="text"/>
Postcode:	<input type="text"/>
Email:	<input type="text"/>

(continued)

The Joondalup City Centre or Central Business District covers the area bounded by Joondalup Hospital in the north, Lake Joondalup in the east, Edith Cowan University in the south, and Lakeside Joondalup Shopping Centre in the west.



* Approximately how often do you usually visit the Joondalup City Centre?

- ☐ Every day (Monday–Sunday)
- ☐ 3–5 times per week
- ☐ At least once per week
- ☐ At least once per month
- ☐ At least 6 times per year
- ☐ At least once per year
- ☐ Less than once per year
- ☐ Never
- ☐ I live in the Joondalup City Centre

City of Joondalup | 90 Boas Avenue Joondalup WA 6027 | PO Box 21 Joondalup WA 6919
T: 9400 4000 F: 9300 1383 | joondalup.wa.gov.au | info@joondalup.wa.gov.au

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(page 3 — respondents who selected “At least once per year” or more often to “Approximately how often do you usually visit the Joondalup City Centre?”)



Paid Parking | Community Survey

When you visit the Joondalup City Centre, what is your main reason for visiting? (Please select as many as applicable)

- ☐ Work (in the Joondalup City Centre)
- ☐ Commuting/travelling out of the Joondalup City Centre (such as for the train)
- ☐ Shopping
- ☐ Restaurants, cafés, pubs or bars
- ☐ Event, movies, show
- ☐ Visiting friends or family
- ☐ School, TAFE, university or other education/training
- ☐ Medical appointment
- ☐ Financial, insurance or real estate services
- ☐ Government services (eg Centrelink/Medicare, Licensing Services, etc)
- ☐ Other (please describe)

How much does paying for parking influence your decision to come into the Joondalup City Centre?

Not at all	A little	A moderate amount	A lot	A great deal
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When you visit the Joondalup City Centre, do you usually park in a paid parking area?

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ I don't usually drive when I visit the Joondalup City Centre (public transport, walking, cycling, etc)

City of Joondalup | 90 Boas Avenue Joondalup WA 6027 | PO Box 21 Joondalup WA 6919
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(page 4 — respondents who selected “At least once per year” or more often to “Approximately how often do you usually visit the Joondalup City Centre?”)



Paid Parking | Community Survey

The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?

Strongly oppose	Oppose	Neutral	Support	Strongly support
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking:

— how likely are you to visit the Joondalup City Centre more often?

Very unlikely	Unlikely	Neutral	Likely	Very likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

— how likely are you to stay for longer in the Joondalup City Centre when you do visit?

Very unlikely	Unlikely	Neutral	Likely	Very likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any comments about parking in the Joondalup City Centre?

City of Joondalup | 90 Boas Avenue Joondalup WA 6027 | PO Box 21 Joondalup WA 6919
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(page 5 — respondents who selected “Less than once per year” or “Never” to “Approximately how often do you usually visit the Joondalup City Centre?”)



Paid Parking | Community Survey

How much does paying for parking influence your decision to come into the Joondalup City Centre?

Not at all	A little	A moderate amount	A lot	A great deal
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. Do you support or oppose this proposal?

Strongly oppose	Oppose	Neutral	Support	Strongly support
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking how likely are you to visit the Joondalup City Centre (more often)?

Very unlikely	Unlikely	Neutral	Likely	Very likely
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any comments about parking in the Joondalup City Centre?

City of Joondalup | 90 Boas Avenue Joondalup WA 6027 | PO Box 21 Joondalup WA 6919
T: 9400 4000 F: 9300 1383 | joondalup.wa.gov.au | info@joondalup.wa.gov.au

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Paid Parking | Community Survey

Request to be informed:

Community engagement assists Council in deliberating and then making decisions on certain matters. The analysis from this engagement will be provided to Council to assist them in their decision-making role first at a Briefing Session and then at a Council meeting. Deputations can be made at Briefing Sessions by appointment and questions and public statements can be presented at Council meetings.

☐ I would like to be informed via email when this engagement will be presented at a Briefing Session and Council meeting

Email address:

City of Joondalup Community Engagement Network:

The Community Engagement Network is a network of community members interested in being consulted and engaged on an ongoing basis about future strategic initiatives in the City of Joondalup. Contact details are kept strictly confidential and members can opt-out at any time. If you are interested in joining the City of Joondalup Community Engagement Network, subscribe on the City's [website](#) or select the box below.

☐ I would like to join the City of Joondalup Community Engagement Network

Email address (if not entered above):

City of Joondalup | 90 Boas Avenue Joondalup WA 6027 | PO Box 21 Joondalup WA 6919
T: 9400 4000 F: 9300 1383 | joondalup.wa.gov.au | info@joondalup.wa.gov.au

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Paid Parking | Community Survey


Thank you for taking the time to complete this survey.

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

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Done

APPENDIX 9 — Webpage (City of Joondalup)



[For Residents](#)[For Business](#)[For Visitors](#)





[Home](#) / [Organisation and Council](#) / [Community Consultation](#) / [Paid Parking Survey](#)

Paid Parking Survey

Categories: [Community Consultation](#)

Published on 15/02/2019

The City of Joondalup is seeking community feedback on changes to paid parking conditions in the Joondalup City Centre. The City is keen to hear from local businesses located within this area, as well as residents, visitors and other community members.

If you would like to provide feedback on behalf of a business or organisation located within the Joondalup City Centre, please complete the Business Survey.

[COMPLETE THE BUSINESS SURVEY](#)

If you would like to provide feedback as a community member, please complete the Community Survey.

[COMPLETE THE COMMUNITY SURVEY](#)

You are welcome to complete both surveys if you wish. For further information, please review the [Frequently Asked Questions](#) or contact the City's [Corporate Services Team](#).


Submissions accepted: Friday 15 February 2019 to Thursday 14 March 2019.

Related Online Services


[Join the Community Engagement Network](#)

Documents and Downloads

[Frequently Asked Questions \(pdf 58 KB\)](#)




Corporate Services
9400 4378
info@joondalup.wa.gov.au



Joondalup City Centre

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[CONTACT US](#)

[9400 4000](#)

Something wrong with this page?

APPENDIX 10 — Twitter and Facebook posts (City of Joondalup)




APPENDIX 11 — Facebook advertisements (City of Joondalup)



City of Joondalup

1 February at 13:47 · 🌐

Do you drive to the Joondalup City Centre? The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. To have your say visit the City's website.



JOONDALUP.WA.GOV.AU

Paid Parking Survey

Learn More


👍 2

2 Comments

👍 Like

💬 Comment


➦ Share



City of Joondalup


1 February at 13:55 · 🌐

Do you drive to the Joondalup City Centre? The City is investigating possible changes to paid parking conditions in the Joondalup City Centre to include a half hour of free parking. To have your say visit the City's website.



Paid Parking Survey

Learn More



Joondalup City Centre

👍 Like

💬 Comment

➦ Share

107822

61 | 105

APPENDIX 12 — Online community newspaper article (Joondalup Times, 18 February 2019)


Joondalup
Times
Community

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Designed to suit your budget and needs
Ask us for a no obligation estimate
Visit our new bathroom & laundry showroom:
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PL7115
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plumbing
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Sunday, 10am-4pm
Catherine
0450 678 923
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Small businesses want free parking in Joondalup city centre, says councillor

February 18th, 2019, 12:30PM | Written by Tyler Brown | Joondalup Times NEWS



Stock Image.



THE first half-hour of parking in the Joondalup city centre should be free, according to one councillor.

When recently considering a report on stimulating hospitality and tourism in the Joondalup city centre, Cr Russell Poliwka requested the City implement free parking for the first half-hour.

MORE: City of Joondalup seeks feedback on parking

He said local businesses were “doing it extremely tough”.



“We are now losing significant businesses from the area east of the shopping centre,” he said.

“Part of that is due to the fact they believe paid parking is one of the issues.


“Free parking is something they desperately require.”

He said small business was “a significant part of our rate base” and he believed free parking would stimulate employment.


“I also believe, contrary to the City officers, it will also assist us with our parking stations in the future,” he said.




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Competitions



107822

62 | 105

(continued)

"I don't accept the financial impact would be as high as estimated."

Cr Poliwka said other councils had experienced similar issues and had reverted back to free parking after some time of paid parking.

Corporate services director Mike Tidy said having the first half-hour of parking free could result in a loss of \$650,000 to \$800,000.

He said this impact would have flow-on effects given parking revenue was used to fund other parking-related things such as the CAT bus service and the loan used to fund the multi-storey carpark.

"There is no rate money that goes to fund parking; it's all paid for by parking income," he said.

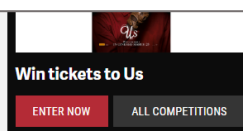
"If this income is reduced significantly, we would not have enough money to cover that and we would need to use other funds to cover the loan repayments."

Other councillors raised concerns of implementing the "significant change on the run" without having all the information before them.

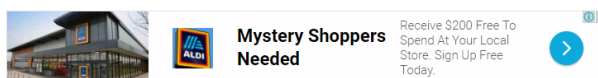
Mayor Albert Jacob then amended the request to ask the chief executive to investigate half-hour free parking in the inner-city centre area.


This would include community consultation and a "report on the issues, options and implications of such a proposal".

The City is now consulting with the local community about parking conditions in the city centre with two online surveys open until March 14.



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Kalamunda Reporter
Midland Reporter
The Advocate

SOUTH COAST

Kwinana Courier
Mandurah Coastal Times
Pinjarra Murray Times
Weekend Courier

NORTH

Joondalup Times
North Coast Times
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APPENDIX 13 — Online community newspaper article (Joondalup Times, 18 February 2019)

Joondalup
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City of Joondalup wants feedback on parking in Joondalup city centre


February 18th, 2019, 12:30PM | Written by Tyler Brown | Joondalup Times NEWS




Stock Image.



THE City of Joondalup is consulting with the local community about parking conditions in the Joondalup city centre.




The City is seeking feedback on how people use the parking and how it impacts them.



MORE: Small business needs free parking, says Joondalup councillor

The consultation also looks at the possibility of short-term free parking and how that could affect customers, businesses or parking and transport behaviour.

Two online surveys will be on the City's website until March 14, with one for business owners in the Joondalup city centre and one for other members of the community and stakeholders.



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(continued)

Paid parking has been in place in the city centre since 2008, in response to community concerns, and currently applies weekdays between 8am and 6pm.

The intention was also to help local businesses in supplying convenient parking for customers by encouraging a higher turnover in bay use.


Joondalup Mayor Albert Jacob said the City was continually looking at ways to drive economic growth in the city centre, particularly in the areas of hospitality and tourism.

"I encourage business-owners, local residents and visitors to have their say by participating in the online surveys," he said.

On-site interviews and telephone surveys will also form part of the consultation process.

A review of the feedback will then be presented to the council later this year.

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Weekender

APPENDIX 14 — Community newspaper article (*Joondalup Weekender*, 21 February 2019, p. 11)

February 21, 2019 www.communitynews.com.au **NEWS 11**

Council drives parking survey

THE City of Joondalup is consulting with the local community about parking conditions in the Joondalup city centre.

The City is seeking feedback on how people use the parking and how it affects them. The consultation also looks at the possibility of short-term free parking and how that could affect customers, businesses or parking and transport behaviour.

Two online surveys will be on the City's website until March 14, with one for business owners in the Joondalup city centre and one for other members of the community and stakeholders.

Paid parking has been in place in the city centre since 2008 and currently applies weekdays between 8am and 6pm.

The intention was also to help local businesses in supplying convenient parking for customers by encouraging a higher turnover in bay use.

Joondalup Mayor Albert Jacob said the City was continually looking at ways to drive economic growth in the city centre, particularly in the areas of hospitality and tourism.

On-site interviews and telephone surveys will also form part of the consultation process.

A review of the feedback will be presented to the council later this year.

APPENDIX 15 — Twitter and Facebook posts (Joondalup–Wanneroo Times/Weekender)



APPENDIX 16 — Verbatim responses

QUESTION: “Do you have any comments about parking in the Joondalup City Centre?”

Note: Words that may identify respondents or contain offensive language have been removed and replaced with square brackets, ie [- - -]. Where multiple Comment Forms were received from the same respondent, these were combined into one response and identified by [multiple submissions]. Minor alterations have been to spelling/grammar to enhance readability.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)
<i>Be better than City of Perth, 1 hour free parking rather than 30 mins, you cannot really accomplish much in 30 mins, free parking some days of the week.</i>
<i>Surely you would like to encourage, not discourage visitors. We aren't in the CBD, this will put me off.</i>
<i>Way too expensive, especially as visiting Centrelink can take hours. Also — the library parking — have trouble parking underneath as the Ranger vehicles are always parking when the signs say "parking for library users only".</i>
<i>Due to paid parking and lack of parking, I am more likely to visit friends in Whitfords over Joondalup, a good late night coffee shop with parking would possibly change this.</i>
<i>1/2 hour free parking? You can't get anything done in that time. Try offering 2 hours free, then more people would visit.</i>
<i>Half an hour is not long enough, you need at least an hour. You should also be considering residents of the City of Joondalup; then you should consider free parking, as we are supporting local businesses. I will not to go into the City of Joondalup where I have to pay for parking during peak hours, I've changed medical and dental practices, so I no longer have to pay. By enforcing paid parking you are not supporting local business.</i>
<i>Paid parking outside medical facilities is poor policy. I have had [- - -] at medical facilities in the Joondalup CBD. It is impossible to estimate how much time I need for parking when I attend such an appointment. I usually overestimate my parking time and there is no refund for overpaying your parking time. I am a ratepayer in the City of Joondalup and should be offered free parking in my own City. 30 minutes free parking will make no difference to me, but 2 hours free parking would help.</i>
<i>Really it should be 1 hour free parking.</i>
<i>This is a great idea!!!</i>
<i>That's not enough time for free parking, should be free all the time, or at least an hour or more.</i>
<i>It needs to be increased to an hour for most people. I have an electric car and would like to have fast charge DC parking in more areas.</i>
<i>I think it should be 1 hour free. I am the treasurer of [- - -] and have to do the weekly banking. The [- - -] doesn't pay for my parking, and I do not feel comfortable walking money over from the shopping centre. 1 hour free parking would allow me time to deposit that money. I would like to take this opportunity to address the parking at Lakeside. My [- - -] was fined and accused of moving her car to avoid a ticket and parking for longer than 4 hours. She had actually come to the shops in the morning AND the afternoon. In order to get out of the fine she had to come up to the Council and provide a letter from her other appointment proving she had left. Upon presenting the letter, she was told they would waive the fine 'this time'. So now she often shops at Ocean Keys when she can. As a result, she only ever goes to Lakeside once, so if she forgets something like she did, she goes outside of the City of Joondalup to shop. I do understand some people move cars...but this is ridiculous. Fining a [- - -] who not only does the right thing but even wakes at 5 am to drop [- - -] who works in [- - -] so that over Christmas, [- - -] does not have to park in [- - -] and walk in the dark. How ridiculous that [- - -] had to prove she actually left a shopping centre.</i>
<i>Paying for parking for a short period is very annoying.</i>

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

Parking is a ridiculous amount of money. If you have to charge, why not charge a lesser rate like 60 ¢ per hour instead of a minimum of \$2 per hour. People are struggling enough even when having to pay for medical appointment costs on top of this.

[- - -] I parked in behind the Baileys in the paid parking area as I was going to [- - -]. The first pay station took my money but did not produce a ticket, so, as I did not have another \$2 coin, I tried to use my credit card three times at another pay station. This also failed and kept cancelling, by this time I was grumpy, so I then left the car park and found parking outside Sanori House Buiding. This is not good enough, faulty pay stations when we receive a fine outside [- - -] so easily, e.g. [- - -], [- - -]. Many neighbours are fed up.

I often walk a long way to where I want to go, after parking in the Shopping Centre.

Half hour free parking is not long enough to alter my habits. When paying for parking it is usually for a medical appointment, and so my visit can take over 1 hour, up to 3 or 4 hours at times. Half hour free parking would assist people doing banking or other short stops. People visiting the area for social reasons, medical appointments, shopping etc., would gain very little by it. If the City of Joondalup was serious about welcoming more visitors to its City Centre, at least 1 hour free parking would be a better option.

Get rid of paid parking entirely.

I am opposed to all paid parking, particularly at the hospital and, most particularly, if you have to visit the Emergency Department. I am also very opposed to paying for parking to shop or at the beach, airport etc.

Paying for parking deters me from going to the City Centre.

I think a free half hour would definitely encourage me to pop to the local cafés for a coffee or lunch, whereas at the moment, I tend to always go to Lakeside as parking is free...

Parking at the train and bus station is not viable for a major transfer station. A dedicated multi-storey car park should have been built when the station was built. As a [- - -], I get free public transport travel between the hours of 9 am and 3 pm, but to find parking during these hours is impossible.

Any reduction in the requirement to pay for parking is likely to encourage people to visit the City Centre.

The City of Joondalup initiated the paid parking scheme based on the argument that the funds raised could be used to develop more parking areas, such as the high-rise parking adjacent Boas Avenue. This paid parking scheme was not welcomed by City ratepayers and, most importantly, those residents that lived in the City Centre as it saw the initiation of parking permits imposed on local residents. Paid parking has to be managed and, as such, creates an extra burden upon the City in managing this along with the costs associated with employing new staff to manage this and any associated court fees. My suggestion would be to remove all parking fees from the City, except for the high-rise car park. Alternatively, make parking in the City a no-go zone except for residents and business employees working in the City. Provide park and ride facilities outside of the City Centre. Look for inspiration from Europe and how they are lowering carbon emissions from cars and reclaiming the street of their cities.

When I search for services I always look for who has the most convenient/free parking nearby. Someone with easy access free parking will be my preferred service provider.

I am an [- - -] and I know, as such, I am allowed to park for 15–20 minutes on loading bays (only when I can't find alternative parking) because I am providing services to the businesses there. Would you be able to make sure that parking wardens and other parking authorities and security personnel are aware of those conditions, so we don't get told off not to park.

I think an hour would be fair to shop or for an appointment. But if you won't budge on the 1/2 hour, which I expect you won't. Then if we can use the parking app. If we go over the 30 minutes we can pay without having to rush back to the car.

I have noticed there has been an increase in all day parking from \$8 to \$8.80. I think a 45 minutes option should be proposed instead of 30 minutes.

Stop being greedy and just drop all paid parking.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

Many of my visits to the City are for only a short while, for example to get blood tests done or pick up a cake etc, and it always annoys me that something that could take as little as 5 minutes requires me to put money in the machine and display the ticket. A 30 minute window would make my experiences much more friendly. Thanks for considering the change, I hope you do it.

Half an hour is not long enough. It needs to be an hour for quick visit.

An excellent initiative. My wife and I live [- - -] and in the past we were able to walk to the Centre. However, [- - -] has difficulty walking any distance these days, so free parking would help us to get closer to each venue. Sometimes it's easier to drive to places such as Currambine or Candlewood than to go into businesses in the CBD.

30 minutes for a free park is not enough, especially for medical appointments.

Parking for Licencing Office, and other necessary public amenities should all be free, or at least 1 hour free. Hospital parking should be at least 2.5 hours free.

Parking should be free of charge, as we all pay our rates for these services, people are more likely to park in the Shopping Centre parking, which is free, and walk, or even in business or library parking, which takes the places for people who actually want to access the library and businesses. As a [- - -], I do not want to worry about time restraints with appointments or meeting friends, it's an inconvenience, I believe restaurants would be busier if the parking was free, I often suggest meeting friends at other places that have free parking to avoid the hassle and additional cost.

Parking fees deter me from shopping at any of the local shops outside of Lakeside Shopping Centre (which has free parking) these other shops obviously cannot afford the high rents at the shopping centre and yet their customers are deterred from 'popping in' on the spur of the moment by parking meters. Similarly, paid parking adds to the stress of attending medical appointments (we never know how long the medicos will make you wait) and how long is left on your parking meter, also, 1 hour parking around the gym is useless as it takes 2 hours for classes, swim and shower. The first hour should be free everywhere, not first 30 minutes.

Paid parking is the greatest way to stop people from heading to an area. People would rather walk for 5-10 minutes than pay for parking.

I try to restrict visits and appointments to weekends when parking is free.

The lack of parking is ludicrous. And if the City continues to pass building plans for shopping centres, apartments, and zone 2 housing development plans, without the developers having to include adequate parking facilities, the City will have to contend with a parking disaster of note in the future. Lack of parking has to be one of the main reasons for my family, friends and myself avoiding the City unless we have no choice. The status at the moment is nothing short of a disaster and the City planners should take ownership of these planning blunders. At very least there should be accountability for such bad planning.

I believe paid parking in Fremantle killed people going to Fremantle. I visited Fremantle for the first time in years last week and it has really deteriorated. Shops shut and not much there. Please keep parking charges to a minimum or make them free so that people continue to visit Joondalup. I also avoid going to the City Centre due to parking.

Currently most businesses and offices have parking areas as part of their development, apart from small businesses. Thus, the obvious casualty of such a suggestion is small businesses and restaurants.

Parking in the Joondalup City Centre appears to be money making with those parking inspectors patrolling our streets. Attending banks, Centrelink Medicare, doctors' appointments etc. can be time-consuming, out of control, pressure of parking metre running out. Bunbury Council have 3 hours free parking in their city area, works excellently, relieves pressure on customers, also encourages people to stay longer to attend their needs. We need our community and visitors to be welcome in Joondalup, not under pressure that a parking fine is pending.

If you're wanting to stop and grab a coffee, generally the only coins you find are large denominations. So, to just pop in to a café to grab a takeaway coffee starts to become a costly exercise. I could see small business benefitting from the proposed change.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I don't understand why the parking in the street where Centrelink is located is only for one hour. Whenever I have had to visit Centrelink it has not been unusual for my visit to take more than an hour and it isn't always possible to go out to pay for more parking time. I don't suppose I am the only person affected in this way and it seems to me that this is seen as a revenue raising opportunity by the City of Joondalup.

The cost of parking in the City is prohibitive. I will be working in Joondalup soon and paying \$8.80 per day for parking in Joondalup is outrageous. I live a 4 minute drive away but I will probably pay for parking at Currabmine train station, catch a train and save more than \$5 a day. It means I won't be doing any of the things in Joondalup that would be easier with a car — paying for gym membership, going out after work to restaurants/pubs/entertainment or shopping due to the inconvenience.

Ambiguous questions, but I've answered them. I avoid Joondalup at all times because of the paid parking. The City is dead, nothing there to entice me. I also try and make sure any medical treatment or medical Drs I require are 'not' based at Joondalup [i.e. referrals from my GP] I'm sorry but the City Centre is so badly designed anyway, I really never need to go there except for shopping and if you started charging there I'd stop using that shopping centre. Pity but that's the way I see it.

Needs to be more like 2 hours free, not half an hour — Vincent for example is usually 2 hours free. I've seen some machines which were coins only! Need to have notes and/or card facilities at all machines, not many people carry coins around.

I think an hour free parking allows one to do the task they had to do and then get a coffee or lunch after. I always stop at Leederville when I get the chance and have a coffee because parking is free, and I like the vibe. 1/2 hour is minimal and doesn't give time to spend more in the businesses in Joondalup.

Should be more all-day parking available at a reasonable rate.

Depending on time of day parking can be difficult, often I am having to park at the shopping centre and walk to appointments which isn't ideal.

Lower the cost of paid parking near the University/TAFE. Students pay enough for an education, parking shouldn't be an added stress. Also reduce the fee which people have to pay for parking within the hospital parking lot, people go there because they are sick or need medical attention of sorts, paying for parking shouldn't be that added stress on top of that. Also reduce the fee for the staff, they are there to help.

Yep got fined \$100 for parking for 15 minutes in a public car park when I was grabbing a takeaway coffee from the local dome coffee shop. It's put me off shopping or even stopping for a coffee now.

Half an hour is far too short, you should have at least an hour of free parking.

I would recommended 1 hour free like many other City Councils provide. It deters people coming to Joondalup for social reasons (coffee/food etc...) when you know you also have to pay for parking.

Free parking for the first hour would have a substantial effect on the number of visits I make to Joondalup, as I presently schedule some appointments at other centres where parking is free.

Biggest advantage of free parking is convenience, so best if free time does not require a ticket. Ok to use an app to register. Should avoid machines like those in Leederville, which are so slow they become a strong disincentive to go there.

If the free parking is only for 30 minutes it will not change my choices, it is not long enough.

First 2 hours should be free.

I try to park in Joondalup shops car park but when I go to bank, Centrelink, Medicare, etc where I have to pay, I'm unlikely to stroll to shops after it. It's quite rude the cost of parking in the streets. It doesn't try to attract people into Joondalup.

I try and park in the shopping centre precinct. I would visit the library during the day if the changes were made.

I will not pay for parking ever. I will park in the shopping centre and walk to wherever I have to go. Abolish it.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I think the multi-storey parking is good in Joondalup mostly, but the street parking is appalling. Where people go to ECU it takes all the parking spaces and if I have a business meeting I can never park. I think the parking should be for the residents of Joondalup and perhaps more of the longer duration spaces would be better. So you can only park on the street for an hour or two.

It needs to be one or two hours free parking. I usually park at the shops and walk to my destination.

Would need to be an hour free or better yet two hours like Subiaco and many others. I book appointments and coffee meet ups outside of the CBD purely because of parking, both availability and costs.

The meters should all accept credit card. I don't think there is a need for paid parking just time limits to street parking.

I usually shop at the shopping centre, so no paid parking required. The times that have frustrated me and I am sure makes it hard for struggling businesses is parking on Lakeside Drive. I have been to order a cake from the new cake store which I parked outside, paid I think \$2 as I only had a \$2 coin and a child in my arms trying to work out the machine, I reluctantly paid. I was in and out in less than 3 minutes. I was back doing the same the next day to pick up my order. This puts the customer off the business. Also going to the bank, another trip that takes a few minutes. Cutting out cost for first half hour would make a difference. 15 minutes free parking is tricky when getting a child out of a car and into a pram to go into bank then back out, sometimes I have found this very tricky, so 30 minutes would be good.

I don't believe there should be paid parking. Although I understand why there is paid parking. It should be the first hour free. That way more people will come to the City and business will improve and will increase the vibrancy of the City Centre. At the moment it is deserted and dead during the day.

It is off putting as you have to know how long you will be. Which is impossible for doctors, government services and going out to restaurants and cafés. It adds stress to the experience and has made me avoid it in the past which is a shame for the local businesses.

Parking is a lot easier around the business district since paid parking was introduced. That makes things easier when you have appointments as you can be sure you will get a park relatively close to where you need to be.

I think one hour free would be better as most medical appointments take that long and you can't get back out to the meter once you're in there. I would definitely visit more if I knew I wouldn't have to pay for parking.

I dislike it very much. Usually the visit is for a professional appointment, and you don't know how long that will last. If the doctor is running late your parking can run out. We stay away as much as possible, or only attend for restaurants at night when parking is free.

A lot of my appointments are under the half hour so that would be helpful.

Most stupid thing ever brought in. I deliberately look for the services I need where there is no parking fee. I went to Fremantle for breakfast for a change about 3 years ago, 5 dollars for parking on a Sunday, I haven't been back since. To encourage people back into the City should have two hours minimum free, if not three. Clearly paid parking isn't "better for business" as touted when it was brought in, look at the empty shops and the businesses that have moved. (e.g. Sugar and Spice patisserie is now in North Perth because business dropped after paid parking). The bureaucrats that came up with that clearly have never owned or know how hard it is to run a business. I avoid Joondalup at all times where a free option for parking is available, e.g. Mindarie!!

I think paid parking rates are very reasonable at present compared to other centres and hospitals. I would support the first hour being free.

I pay enough in rates without having to pay for parking. I have difficulty walking due to an accident and often find it hard enough to find parking. If paid parking is introduced, I'll either go to another place with free parking or shop online.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

Paid parking certainly reduces all day commuter and local business employees taking up bays, thus reducing the number of bays available for legitimate visitors to the City. Often my business in the City is fairly short term, less than 30 minutes, and it is annoying having to pay to park as I have a very modest income and I try to limit all unnecessary expenditure. As a driver has to prepay for parking, and sometimes being not sure of the length of time an appointment or visit to an office will take, I regularly spend more than I need on parking, but I dare not risk a fine by taking a chance and not buying a ticket. Exit fees with fifteen-minute periods would be a fairer system if the off-street parking was boom controlled. On street bays would still be a roulette game. I support a half hour free period.

It should be at least 1 hour — like other less greedy Councils. You can't get a coffee, haircut, bank visit or meal in 1/2 hour. Completely useless proposal. 1 hour minimum. Why won't Joondalup Council help and support small businesses in and around the CBD area rather than hinder them?

You are so car focussed, and the community is too, that I think 30 minutes free parking won't do anything except cost ratepayers for all the reports and analysis. You need to create nice places to live, work and recreate. Then we don't need cars! A global destination City is somewhere like Paris, London, New York. Perhaps you should visit them and see how they have public transport, parks, shops and houses — not a great big shopping mall and car park.

If the fees are kept at a reasonable rate, I would be in favour of this proposal as anything that helps pay off the City's debts has to be a positive.

Longer parking hours should be available in combination with the easy parking app. City of Stirling use this which I think is a great idea. If you can't get back to the car in time to increase your parking, you can just do it on your phone wherever you are at the time saving you from having to return to your car.

The issue with a free half hour parking is people would likely rush when visiting businesses so that they get back to their car before the time is up. Most services people use (bank, shopping, food) take around 45 minutes to complete.

Love this idea, as I often need to go to a few shops/places in a day and if I pay in one area, then I move to another, I have been told I need to buy another ticket. Should be standard through the whole City.

Too little free parking during business hours.

Half an hour is not long enough to go for a meal or carry out business in any part of the CBD other than the shopping centre. You never know how long the queues are, so I would be more likely to visit businesses that are outside Joondalup CBD than chance overstaying a free half hour.

It is very expensive. It does not allow you enough time, so if you are going to licensing or a medical appointment or Government Department, you have to guess how long you will be there. If you get it wrong you have to keep coming out to top it up or pay a whole lot more than might be needed just to be safe so that you don't run out whilst you are in the middle of seeing a doctor or waiting in a department to be assisted. Often the queues are long or doctors keep you waiting and then parking ends up costing you a lot of money!!

I strongly support a half hour free parking.

Was speaking with my wife about this exact idea last week after attending an appointment for a blood test. I only needed half an hour and I had to pay a dollar for the privilege. I used to live in [- - -], and when they introduced half hour free parking the [- - -] strip of shops was instantly busier. I would even suggest giving one hour free. It would really increase the appeal of the City. Thanks [- - -]

Half Hour free parking is a total waste of time, you cannot go into any business and finalise your business in that time. Parking should be free to encourage people to shop and use all businesses including medical facilities. If you must charge a fee it should be first 3 hours free.

I think an hour free parking is a better option. I usually choose to go to a different suburb for appointments if I have to pay for parking at Joondalup because I can't afford to park the car.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

(1.) Not enough parking spaces. (2.) 1 or 2 hours often not enough when waiting at medical or government departments. I avoid any reason to go to City and always look for services with free unlimited parking, i.e. doctors, dentist, optician, etc, usually on edge of shopping centres or factory estates. (3.) Half hour free and still 1 or 2 hour limit would not be a benefit to me. (4.) I live close to City but will always head south for every need I have.

It should be 1 hour free then reduced rate parking every hour after that.

1-2 hours free parking would be far more influential.

It should be free 2 hour parking. Medical appointments or restaurant visits take more than half an hour.

At times I have to come into the CBD area for medical visits (hearing aids, tests and battery renewal) some of these visits only require 10 or 15 minutes. Very inconvenient finding change, etc.

There should be incentives for businesses in the City of Joondalup as they struggle. Stopping for a quick coffee for example — why bother due to the additional cost of parking. Medical appointments become costly and stressful due to the burden of uncertainty on how long the wait will be and whether there will be a need to run out and “top up your ticket”. Adds anxiety to a potentially anxious enough situation if the person is ill to begin with. Hairdressers in JCC — appointments at ladies’ hairdressers could be three hours — add the parking costs on top is placing JCC hairdressers at a disadvantage. Plus, the weekly parking costs for low income earners/apprentices has a significant impact. There needs to be a fairer approach to aid local businesses and local visitors and workers.

I find the 1 hour limits for street parking to be highly restrictive. It’s not often you can get much done in an hour. Increased times (say 2-3 hours) would encourage people to use more local businesses by being able to stay longer and not have to worry about parking. This would also enable businesses to better compete with the shopping centre, where people can park for free.

It is a shame so many local people feel the need to drive and park in Joondalup.

30 minutes isn’t enough. I would think an hour is more fitting. Having a coffee at one of the cafés can take longer than 30 mins to get inside, queue, order, sit, drink. Having a meal would be out of the question.

It needs to be done especially since we will see more apartments and university students enter the City. People can visit restaurants or cafés which is similar to Mt Lawley.

Ensure the system is electronic, not coin based. Consider a volume tariff. Allow retailers to offer free extensions.

Paid parking in the CBD will continue to cause more financial strain on local businesses because more and more shoppers are flocking to Lakeside Shopping Centre for the free parking. I generally avoid shopping/dining in the CBD because of paid parking and seriously excessive fines. We must have free parking. Must also consider a free shuttle service/loop for people to get from the train station to various parts of the CBD if you want to attract more shoppers and increase tourism to the CBD.

Because of paid parking, and parking time limits, I have trained myself to avoid Joondalup Centre for anything other than essentials. Banking, Medicare (Centrelink), the Licencing Centre, Police and Courthouse... and all those I only visit if I absolutely can’t avoid them. To be able to combine these unpleasant tasks with meeting friends for coffee and a catch up would be nice, but not nice enough to have a hassle with parking. I only do paid parking for cafés and restaurants if I am joining others and I haven’t been able to talk them out of going elsewhere (without the limiting time for parking, and without the expense). 1/2 hour free won’t help for socialising in bars, cafés, etc, but might encourage me back into the City to do stuff that could be done in 1/2 hour.

Half an hour is not enough when visiting Centrelink or attending medical appointments, so I would have to pay anyway.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

It would have to be at least 1 hour free parking to make any difference to shop and café owners. Surely the point of paid parking is to stop people parking all day? The first 2 or 3 hours free would give people enough time to go for coffee or get their hair done, go shopping, etc. Small businesses suffer because it's easier to go to the mall.

For visits to Centrelink which can take hours to see a customer service officer, paid parking becomes quite expensive and areas to park limited.

Free parking should be 1 hour minimum, like in Subiaco.

The first hour should be free. Or parking should be free for all Joondalup ratepayers. The Council could send windscreen stickers out once the residents' rates have been paid.

Given the location of government offices in the area there is often limited choice but to conduct business there. While it is unlikely that you would get out of a government office in half an hour, having that free period would be extremely beneficial, especially to those accessing Centrelink and associated businesses.

Yes, paying 50 cents to browse in a shop for five minutes seems unfair. Paying 50 cents to purchase a sandwich or cake seems unfair. Whenever I can I organise my shopping to Joondalup to include a need to shop inside Lakeside so I don't need to pay extra to attend any business like a bank on Boas. I'd like an hour of free parking like Subiaco. Thank you for conducting this survey.

One hour free parking is probably more reasonable to allow you enough time to have a quick lunch or attend a medical appointment.

Parking permits should not have been changed without public consultation.

It should be first hour free.

Paid parking in City Centres are a fact of life. The majority of my visits to the City are by necessity not by choice. Rightly or wrongly, I believe there is nothing in the City that currently draws me to visit and stay.

The conditions should change to include at least an hour of free parking.

1/2 hr of free parking will support necessary short term visits to service agencies located in the City Centre.

The businesses in the area must cop a fair bit in revenue. My partner and I will choose to go elsewhere for dinner and medical appointments where practicable to avoid paying for parking.

I suggest the free parking should be for 1 hour, this would entice more people to stay in Joondalup.

Should have at least one hour free.

I think you should make it one hour free, at least. It's usually locals that go to Joondalup City, and we already pay rates to the Council.

More frequent and direct shuttle buses, buses, trains, extend CAT buses to operate 7 days a week frequently, more bus stops, more coverage, express services, finish later in the day, have more toilets, parks, drinking water, shade, trees, parking, more untimed, free or long stay parking.

I think parking fees in Joondalup are currently fair for those of us with the funds to pay. I worry though about those — like a friend of mine — who live on benefits and do not have those funds. I would love to see some compassion shown by the City to people like my friend, who will cancel medical appointments if there's a risk of a parking fine; or not visit a loved one in hospital because [- - -] won't be able to afford to get out of the hospital parking area (and can't walk too far because of injury). Some might say the simple answer is that [- - -] should get a job. But if you're ill and injured that's not always possible.

It should all be much cheaper!

I don't think we should pay at all. After all you are there to already spend money and it's expensive and quite a hassle working the machines.

A half hour free might prove to be inconvenient. I believe it should be for a full hour. Most appointments take 30 minutes to 1 hour so it would just put me in a panic if I have to run out to the meter.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

It should be one hour free parking and at the shopping centre should be 5 to 6 hour free parking so you can go to the movies and enjoy having lunch and still have time to do your shopping all in the one visit.

Personally, I find paid parking to be a nuisance. The additional time wasted to pay and place ticket on the dashboard; and then having to hurry up my appointment/business, just makes the whole event very anxious. Signage is not clear as to whether people have to pay on the weekends.

I would like to see first hour free.

Most attendance is medical appointments for myself or family members so paid or free parking would not change my habits in attending the Joondalup City Centre, although it would be appreciated for the financial implications.

It's expensive given the size of the City Centre and the number of people parking.

Half an hour free parking is not any inducement as it is only useful for a pick up or drop off not a way to attract people to visit and stay; advantage not to stay in centre. For example: Half an hour free parking is not going to help if you are attending Medicare/HBF/Licensing, etc as you cannot be certain that you will be only 30 minutes. Parking is expensive and often limited...no-one wants to pay to shop, dine out or watch a movie. I object to paying parking to attend the Council buildings.

Half an hour isn't long enough to do anything! Have a look at the devastation to Subiaco with their paid parking. When other suburbs offer free parking, you need to be doing everything to support your businesses and encourage patrons.

Even though I live in Sorrento I will often choose to go to Osborne Park, Balcatta or the City over Joondalup due to the fact I have to pay for parking. While I still have to do this in the City I feel like I get more value for money out of that paid parking visit. When Joondalup CBD becomes busier and parking is harder to come by, I do understand the need to have paid parking, but it currently does discourage me from visiting or staying.

Would use facilities outside of Lakeside more if there is half hour free parking.

It would be great to have the first hour free or discounted, then more expensive after 1 hour. I often like to go for lunch at Joondalup but change my mind due to parking costs.

You need to consider the places we go to and only need a short time; those businesses are suffering, and I go elsewhere. I'd rather shop at Whitfords than Joondalup if I have to pay for parking. I may have to pay for parking sometimes and it annoys me, especially as I'm a ratepayer of Joondalup. Maybe we should have a card for ratepayers who get free parking. They need half hour free or one hour areas, where we have to walk a distance to the shops, half hour wouldn't be enough time to walk, go to the shops and walk back. Why is Joondalup charging for parking anyway? It doesn't promote people to visit or shop there. Businesses suffer from this paid parking.

Paid parking [- - -] me off. I usually look for alternatives.

Please keep the free parking on weekends.

It's only half an hour of free parking! When you visit Centrelink or others you need easily an hour or more :-/ Same as for medical appointments. You need longer than that of free parking to push people to stay longer and enjoy the facilities.

Removing the parking fees at the weekend was a great idea, please don't reverse this decision.

There are many alternative centres to visit which do not have paid parking. Unless I have no choice other than to visit Joondalup City Centre then I will choose to visit a Centre with free parking. I do not think that 30 minutes free parking would be sufficient to entice me to visit Joondalup Centre as I would be concerned that I could not complete my business and return before the 30 minutes runs out. I would think that a minimum of 1 hour would be required for me to change my current habits.

I think it should be at least an hour of free parking.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

At least an hour free parking is required, especially if you just need to go to the bank, Licensing Centre or Centrelink as the queue can take more than half hour. I would go into Joondalup more often to eat, meet friends, etc if parking were free. I live very close but don't use it as much as I would like to, there isn't even a bus to Edgewater Train station from Edgewater to get the train in.

Should be 1 hour free parking, what can I do in half an hour?

Why not make it an hour free parking? Hard to do anything in half an hour. Sounds good but not that practical.

Change it to 1 hour free parking at least to make a difference. City of Vincent has 2 hours free parking which influences me more about going to the restaurants there.

I think it should be one hour free and also reduce fees for hospital parking.

I try to visit during the quieter times.

There are a few small businesses in Joondalup I really like, I often choose to shop elsewhere though so I don't have to pay for parking.

First half hour or hour free similar to Leederville. Having to find and pay for parking just to duck into an appointment or the bank is inconvenient. I will drive to another suburb to avoid having to pay for Joondalup parking.

Half an hour is better than nothing, but there should be all day free parking in Joondalup!

Paid parking is all good, except when people far outstay their welcome — without fines or consequences. Parking for events in the City of Joondalup should have free parking everywhere to encourage more people to attend the area and frequent businesses. It would be a win/win for all. There is nothing worse than finally finding parking and it is only for a short period, than constantly watching the clock instead of enjoying yourself at an event.

Before paid parking came in we used to come in to use the bank and also an accountant. Plus the little Asian convenience store next to the Dome. We changed banks and accountants and only go into the convenience store on a Sunday. The charge for some street parking is ridiculous. You can't achieve anything in half an hour.

Paid parking is a deciding factor when selecting what services to utilise in a specific area as this is an additional cost to the service.

Strong support if it's 2 hours parking. Can't do much in half an hour.

Not enough free parking.

The free half hour parking would not influence my decision to stay longer, but I would consider staying longer if parking was free or cheaper. Under current arrangements, we try to get in and out of the City ASAP.

There is already lots of paid parking in the area so why add more. There should be some free parking as not everybody can afford to pay.

I support free parking especially for the Seniors if they have to attend medical appointments, Medicare, or Centrelink. It is a real put off attending any of the market events put on by the City of Joondalup early as paid parking continues till 6pm.

Parking in CoJ is reasonably priced compared to other municipalities but providing first half hour free would improve the attraction of shopping in Joondalup.

Free parking would certainly encourage me to spend more time in the centre.

I note that you have increased monthly unassigned parking bays at the Reid Promenade Car park by 50% in Nov 2018 (\$88 to \$128 per month), coinciding with the Dept of Water and Environmental Regulation being forced to move to Joondalup. I find this quite upsetting, as many staff are being forced to drive purely to decrease a long train commute from southern suburbs. An increase of this amount seems opportunistic price gouging, targeting people who don't have many options to avoid it, as they need to be in Joondalup to work. Paid parking in suburban outposts like Joondalup seems unnecessary, as there aren't as many visitors as the CBD.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I think it's terrible that I have to pay for parking to visit my gym, which I am already paying a lot in membership for. At peak times, all of the allocated free parking for Goodlife is filled, and I will usually drive to the Kingsway Goodlife and do my shopping after at Kingsway. If I got 1 hour free parking, I would be likely to stay and do my shopping at Lakeside.

Obviously whilst shopping at Lakeside the parking is free. An example of me paying for parking would be today when I attended a pathology clinic. I had to pay for an hour as I had no idea how long I'd be in there. I was in and out in less than 10 minutes. I feel it's frustrating having to pay for parking in order to utilise a business you are visiting. Generic car parks where people may need to park for a day at work are one thing but to attend an appointment or visit Medicare/Centrelink, etc, it is quite frustrating having to pay. Especially as the wait times in these places can be so excessive.

If possible, I would very highly support 1st hour free parking, as done in other areas e.g. Leederville.

I have never been a supporter of paid parking in the City Centre. It is a disincentive to shop there. As my wife and I, in our elder years now, have mobility problems and have a disabled pass a clearer statement of disability parking rules would be appreciated. E.g. perhaps an hour free could be considered. Also, better technology of payment machines would be appreciated. The screens cannot be read on certain times of the day.

Make it an hour of free parking or a gold coin donation. We are truly free when we choose to do the right thing rather than fearing to be fined.

I do not want to see people hogging parking places for work for example.

30 minutes is not long enough. Make it 1 hour.

[illegible]

I find it ridiculous that if I have to go to 3 different businesses in Joondalup, I have to pay 3 different times. Surely one payment should allow me to go to the businesses regardless of what street I'm in. I also would like to see the parking around Medicare changed to an after pay somehow. It is impossible to predict how long that will take — a simple errand can take anywhere from 5 minutes to 90 minutes depending on how busy they are.

Should be at least an hour free.

It is very difficult to go to a restaurant or café when the parking is limited to an hour, so this restricts us on how often we go to Joondalup for a meal.

Parking should be for business hours only. Councils that require paid parking after hours for visitors enjoying restaurants and other entertainment create a disincentive for patrons and they will be looking at other places without the restrictions.

I think one hour is more appropriate.

Leave the City parking facilities as they are. Give your ratepayers the courtesy of not making visitation to Joondalup more expensive and inconvenient.

Unsure of ACROD parking rules and locations when visiting medical services in the City area.

Will try to search for free parking where possible.

This is purely a revenue gathering practice. You are taxing visitors to your City. Instead of this, punish people through overstay charges rather than taxing visitors that are likely to spend money in your precinct. Money spent on businesses keep economies healthy. It's a natural selective process instead of a bureaucratic revenue collection.

You have only to look at what happened to Fremantle when they introduced paid parking, it virtually spelt the end to the local businesses. I don't think it should be free, but it should have at least 1 hour free.

As a volunteer tutor using the library every week I have to pay for parking because the free parking is not available for long enough. Each lesson lasts about 2 hours. A pass issued to volunteers would be greatly appreciated. The free half hour parking is a great idea when only a short visit is needed. We would not need more money to be spent on multistorey parking if the local bus services were any good. Smaller buses running on a regular basis i.e. every 15 minutes would save money on ugly infrastructure like car parks.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

1 hour instead of half an hour would really make a big difference, but half an hour is very significant.

It's a nightmare. My family have a lot of medical appointments, I've had times where I've had to come into Joondalup City Centre 3 times in a day and pay for parking 3 times. I can't afford it! I'm always so anxious as your rangers hover like market sellers in Bali or people on election day trying to force pamphlets into your hands while you're just trying to make your way to the sausage sizzle, ready to jump in the second you unintentionally go over your allotted parking time, and exultantly give you a ticket. I hate that I have to pay money to park at an appointment, to visit my parents and a huge fee every day just to park near my work, when I live in that very suburb! What's next, paying for parking in my own driveway? I would love it if you gave Joondalup residents passes to give them concessions or free parking in the suburb they live in.

Popping into the bank to deposit into an atm is a hassle due to having to pay for less than 5 minutes of actual parking. Also dropping off documents at our accountant means paying for a quick 10 minute stop. Even getting coffee at a coffee shop can be an inconvenience, unless you pay and park. Visiting people in hospital or even taking someone to the emergency room is stressful enough, then you have to pay a fortune if you are there for a few hours. I often choose Whitfords to pop into the bank or for something quick because there I don't have to pay for parking.

I would like to see more than 30 minutes free parking allocated. Other Councils have at least 1 hour. If visiting some facilities such as licensing or medical, the waiting time is always very lengthy.

Half an hour free is not long enough. By the time you have parked, walked to where you need to go, lined up to be served, etc your half hour will have run out. Will increase frustration directed at customer service staff in shops/banks, etc

Parking fees are excessive and there are a few aggressive parking inspectors. Why is there a variation to parking conditions in car parks versus on road parking? i.e. paid parking in car park opposite Joondalup Lotteries House is up until 6pm, whereas on street it is until 5:30pm. Speed limits in car parks, there's no speed signage. At Neil Hawkins Park car park there's signage for speed bumps, but nothing else. In fact, the 20kph over speed bumps in Neil Hawkins car park would destroy the average sedan. Inadequate rubbish bins within the boundaries of car parks. At Joondalup Lotteries House car park there used to be bins, but for whatever reason they were removed. The amount of litter there is not good. The CoJ charges are way too high for parking in the CBD. It's a disincentive as the high cost of parking is in Perth CBD. Robbery.

For requirements such as haircuts or cafés etc, 30 minutes is not enough. Paid parking is a deterrent for visiting Joondalup CBD.

The fact that the COJ didn't implement the half hour free parking from roll out is a complete joke. We have immediate family living along Lakeside Drive and we have been stung multiple times because we were visiting family and my ticket ran out or I was dropping my kids off prior to work and had to stop and get a ticket each time.

Maybe make it an hour instead of half an hour.

For the people who live there and have stupid parking permits it is a disgrace. I have heard every excuse under the sun why we have to have it. Nobody parks in our street, it's too far from the CBD but we still need to have them for every visitor. Joondalup is turning into a ghost town; many businesses are now closing down because of rent rates and parking fees. Give the City of Joondalup a chance to grow, make it the City you promised us when we came to live here.

I understand the need to raise revenue in shopping centres and kerbside areas for parking but I strongly object to paying for parking at any time in the hospital and designated medical centres.

I live in Joondalup City Centre so it does not impact on me, but if it wasn't enforced we would have people parking everywhere for the train and other appointments.

I do not think there should be any parking fees. Time parking limits yes but no fees.

I stopped visiting cafés and restaurants in Joondalup when paid parking was implemented. So you figure out whether it did the centre any good. You may wish to note that I also stopped going to Perth on Sundays when they implemented paid parking, and likewise Subiaco.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

One hour free parking should be the minimum — medical appointments and government department visits (particularly licensing) can rarely be completed in 30 minutes. With our ageing population, more ACROD parking places should be available — particularly in and around the JHC.

Make it free like Lakeside parking.

I pay when I visit people in hospital which I don't like doing. If I live and pay taxes in the City of Joondalup I feel as if I shouldn't have to park to use the facilities there. If I had to pay more often to visit shops in City of Joondalup I wouldn't go there.

An hour free parking is probably better, as half an hour doesn't give you much time to get your errands done and get back to your car to either leave or pay for extra time resulting in fines.

I believe you should have an hour free parking. Also, for staff that work at the centre maybe using the University Car park for longer than just Christmas trade while uni is off. I live in Butler and it costs me \$12 a day for public transport which is about the same as parking for a full day of work at Joondalup.

Working a split shift job, I never know if I can get my workplace parking and don't want to pay for parking twice in a day. It's wrong that the apartments in this area don't get a parking pass when some townhouses in the area were getting 4-5 until this year. When you take strata bin collection out of the equation, the land rates for a 1x1 are ridiculous for very little.

The first hour free.

It's very hard at times, money wise.

Parking fees make me consider other options than Joondalup. It adds to my costs and often leads me to spending money with businesses I can visit without paying for parking.

Parking should be free! Our rates already pay for the infrastructure which we the residents of Joondalup own. Parking should revert to being free like it was originally, before the relentless money grab by Local Councils throughout Perth. Additionally, it is criminal that we have to pay for parking at our train stations, again due to the relentless grab by all levels of government. When I moved to WA over twenty years ago both types of parking were free. Neither City of Joondalup or Transperth operate a reliable system of ticketing, having been wrongly fined by Transperth and COJ in the last six months.

There isn't enough parking, paid or unpaid. Half an hour free won't change the way I visit the area; an hour would be much better and would mean I could spend more time in the area.

It should be free.

Short term free parking would make it more likely that I would make frequent shorter visits to the City Centre.

Should be more than half hour. Hardly time to see Drs, visit shops. Make it an hour; would be more realistic.

If you increased the free parking to 1 hour it would increase the clientele to restaurants — half an hour is insufficient to have an effect on this. It would also mean attending services such as the Pathology testing service and services provided at Lottery House would be free — there are no appointment times at the former, and those who use the latter are there for specific purposes — often taking more than 30 minutes, so it is unknown how long you need to pay for parking in those areas: half an hour would be a gamble, 1 hour would normally be sufficient. Increasing the free parking time to 2-3 hours would probably make the time there more profitable for the many small businesses — and prevent free parking for those using the train to commute.

1 hour free parking would encourage me to park in the City Centre instead of the shopping centre and walking over.

I think the hospital parking should be free. If we are in the centre for a medical appointment, that may be 20 mins, or if they are running late or unknown reasons, we may be in there for 1 hr. But we don't know. My preference would be 1hr free and then pay. But fines should be minor as overstays would be mostly accidental.

1 hour free would be preferred, often appointments or attending the licensing centre go for longer than 30 minutes.

Great car park at Reid Promenade, one of the best I've been in!

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I would prefer 1 hour free parking as my appointments every 2 weeks are an hour. Half an hour isn't long enough to do anything really. I am also really low income and don't even really have the money to pay for parking. Try doing any kind of business, most appointments are 1 hour. The banks have long lines and you can't even eat a meal in 30 minutes for lunch. Why don't you do validated parking like the USA does! Yes, you can ask me about this if you like [- -]

1/2 hour free parking would be great.

There needs to be more parking available to just pop into the shops (to pick up lunch for example) rather than having to park in Lakeside Shopping Centre.

Often avoid Joondalup and go elsewhere to avoid paid parking.

Only use paid parking when absolutely have to.

1 hour parking bays need to be for at least 1-1.5 hours due to most appointments/activities taking one hour. Need more time for before and after appointments.

Scrap paid parking. It's a nuisance and it's more of a deterrent. It's already hard enough to find a decent park because the lack of them. Joondalup is poorly designed.

Why not the first hour.

Half an hour of free parking is inadequate. One hour should be the minimum. I have a damaged knee making walking difficult sometimes. For example, to go to a bank, walk from the car, wait in the bank, walk back, it can't be done in half an hour. If paid parking was intended to stop university students parking all day in the streets, then there is no problem with one hour free. It would have the same effect. If that's not the reason, revenue raising is the motive. I am already a ratepayer.

In my view if you are trying to attract visitors, half an hour isn't long enough anyway. You will also incur substantial costs having to police the half hour limit — would it not be better to just reduce the hourly charge and make it more affordable all-round?

I think there should be free parking until 9am Monday — Friday, and free after 5pm. If people want to travel to Joondalup City Centre to meet someone for breakfast for example, why should they have to pay to park if they leave by 9am? It impacts the cafés if patrons have to pay parking on top. I suggest that there should be a flat daily parking rate of say \$4 with no maximum time limit Monday to Friday, to encourage people to drive, park and take the train from Joondalup. I love the free parking in the City on weekends, and that should continue. The 4 hr free parking limits (for example in the Lakeside Shopping Centre) is unnecessary. Realistically, the car park is never fully occupied. The only time it has been is at Christmas, and perhaps for that period there could be a 5 or 6 hr limit to give people adequate time to spend in the area.

My time and how many times I visit Joondalup will not change as I have weekly medical appointments and I work in the City.

Why should free parking be restricted to 30 minutes? Why not 60 minutes?

Half hour free parking is not going to benefit anyone, it needs to be a minimum of 2 or 3 hours free parking. Especially if you have a doctor appointment!

It's too expensive!

As a pensioner, I need to budget carefully. Parking costs inhibit my ability to avail myself of many activities in Joondalup due to additional cost of parking.

I would probably go to Whitfords for my shopping and restaurants rather than Joondalup.

It's not the length of time spent or the cost of paid parking; it's the constant threat of receiving a fine for not finding anywhere for change; or having a ticket but it was for the wrong side of the road; or unreasonable attitude of parking inspectors issuing fines; or being pulled over by police for driving too slow through an intersection = huge fine. Joondalup is a no go area because it is not user friendly at all to residents trying to use the area. For years it has been like this. I don't know anyone who wants to park or use Joondalup. I know plenty of people that avoid the area if possible. The Council and the parking inspectors are completely responsible for this situation and the police have no one else to practice on with their school than the same residents and traffic police.

We have stopped going to the City of Perth due to parking fees.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I find it very interesting that the City of Joondalup is looking into paid parking just when 800+ Government workers are set to start work in their new building. I hope they all arrive in buses and trains if you increase parking costs.

The rise in costs of parking over the past couple of years are unbelievable, especially the all day rates, let alone having to pay for parking for a short appointment. So definitely agree with the 30 mins free and a review of the all day price should be considered.

You are simply raising more from many of us who already pay considerable amounts in rates.

Affordable parking please.

Paid parking charges have changed the way I access the City and what businesses I use.

I used to work at the Police Academy. It has some staff parking however totally inadequate parking for people attending courses there, or even work when there was a special function such as a graduation. The nearest parking available for a function was usually the shopping centre. For functions such as Joondalup Festival or the Night Markets, all parking should be free.

It really makes basic administrative tasks such as dropping cheques in to the bank a nightmare. It takes longer to purchase a ticket than the amount of time I am in the bank which makes me drive to Whitfords as that is less stressful. I live closer to Joondalup, so it would be nice to not have to worry. Joondalup has never taken off as a town centre and I think the Council should do everything they can to support the businesses that are left. We used to own a mixed use residential/commercial property in the City Centre and the drama with the parking was a big deciding factor in our decision to sell.

The biggest annoyance is not being able to move your car to go to another appointment and not being able to use the credit remaining on the original ticket. If you have paid it shouldn't matter where you park. Also parking near the hospital can be an expensive issue when the hospital car park is full. It can be difficult for people to determine how long an appointment or emergency visit will take so some form of leniency should be considered for the elderly, disabled and ill.

I only park in the shopping centre to do shopping. I walk to the Library from Edgewater as paying for parking in a Suburb (don't classify Joondalup as a City) is a joke and I make every effort to avoid it. I do some of my shopping at Innaloo, with no parking meters. All business, car servicing, medical, and other non-grocery needs are done outside Joondalup.

I don't think it should be paid parking at all.

Half an hour free parking isn't enough to complete a medical appointment, eat a meal or see a movie, so would make no difference to me. Make it 2 hours.

This proposal is a good starting point, however is very difficult to complete any business within 30 minutes, except for a cup of coffee. 1 hour free parking is a much better idea. Continuing to charge people to park in the City to visit shops, hospitality, etc is a big negative and unhelpful for shop owners.

Where possible I find free parking. I am totally against paid parking especially at the Joondalup Hospital campus!

30 minutes free isn't enough for an appointment in City Centre. 1 hr would be much better.

Parking in the City is not a pleasure. Parking in the shopping centre — makes fun out of the destination City ideal, as one can't have a meal, shop and go to the movies.

Make it a 1P (1 hour) and commerce will improve exponentially outside of Lakeside Shopping Centre. Half an hour is not long enough to get a coffee, visit some stores and having a relaxing experience then consider staying longer; it would be better, but a rush, in half an hour.

Parking is only a short term solution, public transport is the long term. You need better connections from the nearby suburbs instead.

Paid parking in the Joondalup Centre is definitely a consideration when driving to the centre. It makes it difficult to manage events such as medical appointments because you don't know how long they are going to take. 30 minutes free parking is a step in the right direction, but one cannot do very much in half an hour. I think it would be fairer to have an hour free like Leederville and some other suburbs. I also would prefer to pay after the event, rather than try and predict how long one needs and then waste money by choosing too long or having to return and purchase more parking before one's errands are complete.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

Parking at medical, government and Council offices should be free when visiting at these places, even with appointments in place, it is extremely difficult to know just how long you will need to park for as delays are frequently experienced — particularly at medical and government services locations.

Half an hour isn't enough — there isn't much in Joondalup that is able to be achieved in half an hour.

It should be 1 hour free parking. Half hour free parking is too short.

Cheaper alternatives for Hospital parking should be looked at as a priority.

Seems to be pretty good whenever I am there. Although, even if I have to walk a lot further, I will park in a free parking spot.

There is no need to pay for parking when shopping, we pay enough in our rates as it is, without enduring another tax and money grab.

Find it irritating to have to pay parking fees to go to my bank. Easier to go to a shopping centre outside Joondalup without paid parking.

I go to the chiropractor in Joondalup and I've been to the licensing centre as well. It is very hard to complete either task within a thirty minute timeframe.

Half an hour is not long enough. When I visit my friend, who lives in central Joondalup, lunch can go on for at least 3 hours. Adding parking to the cost of lunch usually takes us away from Joondalup.

This is a crazy idea. Businesses will lose out and so will residents. Parking should be free to encourage people to visit. Joondalup is already like a ghost town after the shops close and I dread to think what will happen when parking is imposed!

We need some areas of free parking short term for the health of local business.

30 minutes would be good. It would be convenient if you just need to pop into the bank, grab a coffee, licencing centre, etc. I avoid Joondalup if I can. Apart from the shops there is nothing to bring me there.

It's such a money grab, especially when you need to visit the banks and for me as a sporting association volunteer, needing to visit the office for various reasons, and it costs me to do so. Especially once when I received a parking ticket, I got stuck with sorting out a problem with the association and went over my time paid — I think 10mins — could not believe it! Then I wrote a letter explaining why and still had no luck. Just revenue raising as far as I am concerned!

I hate the paid parking and think it's unfair to the local small businesses. In order to pop into a Dr appt or do some banking, it's dreadful to have to pay and I will go out of my way not to. I am willing to walk many blocks to avoid paying, but it's not fair for those who cannot. I also avoid the cafés in Joondalup, choosing Hillarys or almost anywhere else where there is free parking. I don't think the first 1/2 hour free is enough; think it should all be free!

Answering "Very Unlikely" to the 2 above questions, is because 30 mins free parking really doesn't make much of a difference. Half hour parking is barely enough time for someone to park and walk from the car to their appointment. I would consider at least 2 hours free parking, would have more of an impact to help the community and encourage people to go to the Joondalup City Centre.

If there was free parking, then I would choose Joondalup over Whitfords shopping centre, but accessing shops outside of the shopping centre is just too costly therefore these businesses suffer and growth is severely restricted. Parking is one of my main considerations when deciding where to shop. Please consider implementing better parking in Joondalup areas.

Increase from 30 mins to 1 hour free.

Half an hour although good is not sufficient, it should be two hours of free parking. I make use of the cafés during the day and would then go to the local shops, but I refuse to pay for parking. I appreciate that businesses do not want commuters to take all of the available bays, so fine anyone more than 2 hours, so we then have time to stroll around and make use of the local businesses.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I have heard from family and friends that they have received fines for being parked at the shopping centre for over 4 hours. When you've been to the movies, had lunch, etc then gone shopping 4 hours goes quick.

As it stands I sometimes have trouble finding paid parking where I want to park so if you gave half hour free those spots would definitely be gone. Also, I'm usually done and ready to go in 1 — 1.5 hours, so I would still need to buy a ticket anyway, so for me this is good but nothing amazing. There is a potential that in my lunch breaks at work I can park for free so that could be cool.

I think this is a fantastic idea! I hate having to find coins to just pop in and deposit money into an atm, etc.

Street parking should be free, but time-limited. Parking lot parking should be charged for, with the first half hour free.

Half an hour of free parking is not long enough. If you are looking to encourage short term trade and increase retail turnover people need more time. For example, by the time I park, walk to the business, browse or order coffee, wait in the bank or undertake any other smallish transaction and then return to my car, half an hour is insufficient particular if the business is doing decent trade and I have to wait. I'm more inclined to use larger shopping centres with free parking than support small business when the cost of parking is factored in for small trips. I think a 1-2 hr limit is more appropriate and likely to achieve the outcome of increased revenue for small businesses more.

Do not support the proposal of paid parking no matter the inducement of the first half hour free. It would seriously impact small businesses. The cost of parking is prohibitive when attending medical appointments near the Joondalup Hospital. The impact on seniors has not been considered. The use of a Free CAT bus would assist to get around Joondalup.

Joondalup is doing itself and businesses no favours by having paid parking. The first 1 hour at least should be free of charge.

I hate the paid parking as it is a real disincentive to visit anything other than Lakeside Shopping Centre where parking is free.

I don't think half hour is long enough. It is very annoying that we have to pay for parking considering we are coming into the City of Joondalup to visit shops, restaurants, etc and you have the audacity to charge for parking. With today's economical society I would have thought you would be encouraging people to come and spend their money in the shops and restaurants, not on parking.

Why encourage people to come into our precinct and then charge them for the "privilege"?

Needs to be at least 1 hr free parking, with a cheap extension to two hours. An average hourly rate after that with an option for a reasonable all day ticket.

Encouraging people to drive into the centre of Joondalup increases car use. If you want to encourage people to come and spend time and money in the COJ, then you need to make it a pleasant place to be. Filling it full of cars does not make it a pleasant place to be. Research shows that removing cars means people spend more time and money.

It's too expensive, meters are hard to use, few free parking zones, have to walk.

Far too expensive.

I am a [- - -] and a mother of 3. My life is a daily juggle and paying extortionate amounts for parking, \$40 a week, feels unfair and feels unjust. We need more options for those of us that work in government jobs but are penalised daily.

Charging is a good way to close down a shopping centre, don't do it. Any revenue you raise will be lost as shops close and you lose the rates.

Believe that one hour would be more realistic and would encourage people to visit more. 1/2 an hour is just not enough time to do what you want to do.

Even though the current cost of parking is low, it definitely impacts my decisions to come to the City for dining out. Providing an hour of free parking would greatly influence me to come more often.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

A half hour of parking is not going to make much of a difference, most appointments take longer than an hour. Do the City of Joondalup staff have to pay for parking and is it necessary to charge exorbitant parking fees for people to undertake business or go to work?

An hour free would be more in line with other LGAs.

It should be 1 hour free. It is impossible to visit Centrelink for under 2 hours anyway, with people either feeding meters or moving cars for fear of fines and then missing your call up, very frustrating. One hour free and then pay for 2 hours would help. Same thing with Court House and the medicos on the other side. In fact, that whole street should be free parking, it can be a nightmare. Thank you for listening.

I totally avoid heading into the centre unless I have to, mainly due to the parking. As a small business owner, I refused to lease office space in the centre as our customers would have been inconvenienced by having to pay for parking.

I have worked and studied in Joondalup for 5 years and I visit community events, shop and dine and use paid parking in Joondalup. The high rise car park put their rates up to approximately \$8.10 per day and I find this absolutely disrespectful to the people who want to use Joondalup City. I think the car parking has always been so expensive that it affects businesses. I have worked for at least 5 years in Joondalup businesses and everyone expresses this. You run the risk of people boycotting due to high parking fares. I like all that the City has to offer but high cost parking is a blatant revenue raiser with no thought for the average community member who wants to visit. The Sugar and Spice Bakery comes to mind when I think of business that suffers due to not even being able to sit and have a coffee and cake without the parking charge of say \$5. I saw a lot of elderly visiting the café, so please think about your community.

If parking was free for a longer period than 30 minutes I would definitely consider coming more often and staying longer - but I seriously think 30 minutes is not and has never been an option in the area. Everything takes so much longer than 30 minutes and medical appointments are well over 2 hours in most cases. 30 minutes is a revenue making project to catch people out. You stand in the queue or wait somewhere for 30 minutes to get a ticket. As Joondalup "police" you know this and you know this is worthless and will only accumulate more fines and money for the Shire, so stop pretending you are doing something positive for the public. Fair is 1 hour at the minimum.

Some paid parking provisions are required to prevent people just parking up all day in the high traffic areas, but a free half hour to just slip into a bank or travel agent or something similar would be appreciated. As long as the parking turns over frequently.

Parking rates are unreasonably high.

Need to look at ways involving tech to improve parking payment; ensure that the City doesn't move to a payment method which requires registration entry on parking machines; and look at ways to deal with parking issues in restricted areas in City north better.

A lot of the machines don't take a card for payment. I've been caught out with no change on me.

I park where I don't have to pay. And walk from there.

30 minutes is not a long time to do anything.

Parking is too expensive, I work in the area and if I don't get to work early enough and get work parking I have to pay for a full day. This is over \$10.00 and too high for suburb parking.

I don't visit smaller businesses to browse or buy coffee at independents as I don't want to pay such a high parking fee! It seems unfair on retailers and mostly if I know I need to be in Joondalup CBD I will park in the shopping centre and make a day of that. It's highly inconvenient.

Half hour free parking in the current paid areas is a great idea. I would be strongly opposed to any form of paid parking at the Joondalup Shopping Centre.

Should have a lot more free parking. I will generally go to businesses outside of City of Joondalup if I can get the same service without paying for parking i.e. will go to different restaurants/café/gym where I can park for free.

Would you have to stop what you're doing at 30 mins and then come back and then pay? That would be not effective.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

<i>I recommend modelling / considering a full hour of free parking. An hour would allow a much more relaxed feeling when shopping (more time to spend more money) but still support a reasonably high turnover of parking bays.</i>
<i>If you park in the shopping car park and exceed the 4 hour limit and get a fine you should be able to show proof of purchase and get fine removed. You would then be encouraged to stay shopping longer.</i>
<i>I will go to venues when I don't have to pay for parking, especially if I am only going to be there for a short time. Parking fees currently too high.</i>
<i>I think it's ridiculous that we should pay for parking when we pay such high rates. What use is half an hour free parking? How much good will that be? What can you do in 30 minutes and how will that help the small businesses on Lakeside Drive for example? My dentist is there. The appointment will take more than 30 minutes. What about the lovely coffee shop, you meet a friend for coffee for 30 minutes? Make the change worthwhile by giving the first hour free, support local businesses that create a sense of community.</i>
<i>Please, please take away paid parking in the hospital. It takes quite a lot of money when you have someone with a chronic illness.</i>
<i>Paid parking is making our visits to Joondalup a pain. Paid parking, checking the time and trying to work out the walking distance pushing a wheelchair to get back to the car from an appointment is an unfriendly, inconvenient experience!</i>
<i>We limit our visits due to paid parking, e.g. don't buy takeaway or frequent restaurants.</i>
<i>The time it takes to deal with licensing or to make enquiries at the City Admin takes longer than half an hour, so a half hour free parking is unlikely to change my willingness to drive to and park in Joondalup.</i>
<i>Should be free after 5pm and a free half hour will help support local businesses.</i>
<i>Free parking permit needs to be developed for volunteers working in the Joondalup CBD. People who give their time and effort to improve the City and the community should not have to pay for parking.</i>
<i>1hr free parking would be more useful than half hour. E.g. for Orthodontist visits.</i>
<i>Should be free parking.</i>
<i>One of the main reasons I do not visit Joondalup more often is the paid parking situation. There should be no cost, City of Joondalup residents pay enough.</i>
<i>It is essentially unfair to charge people to attend hospital or medical centres, or other essential appointments like Centrelink. Can also be difficult to predict how long you may be somewhere (i.e. medical appointments). Might be helpful if there are other options available to extend parking time, e.g. Cellopark, which could be activated remotely to help in such instances, rather than having to return to the vehicle (which is often parked some distance away).</i>
<i>Provide a cheaper rate for those that purchase the 5 day parking ticket.</i>
<i>A much more serious repellent from visiting the City Centre is the very bad traffic signal synchronisation and ridiculously long cycle times. Travelling less than 3km to Bunnings takes more than 15 minutes!</i>
<i>Should be 1 hr free.</i>
<i>You are killing business in Joondalup with your parking policy. Absolutely disgusting. Change or suffer. Your spending on glamour and pomp for your officials is disgusting.</i>
<i>Half an hour free parking would be perfect, as I need to come in for appts and blood tests etc, so will allow me to get in and out with very little cost.</i>
<i>Should be free.</i>
<i>I have been working in Joondalup City Centre for over 5 years now and can't believe how much the parking has increased. It was initially \$4.50 per day, now it's \$7.20. It's very expensive.</i>
<i>I detest it. Counterproductive for business. Frequently my visit to a shop or bank is short term.</i>
<i>Half an hour is not sufficient for any meaningful purpose.</i>
<i>Offer first hour free and other incentives.</i>

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

Because of the paid parking and the limit of 4 hours there are many shops and restaurants I used to frequent, however, now I do not. I chose to take a drive over to Wanneroo or Whitfords where I spend the whole day shopping, eating and watching a moving. The time limit of 4 hours is crazy. A lot of women plan on spending a day at the shops, shopping, eating, catching up with friends and watching a moving. The 4 hour limit makes this impossible. It is extremely frustrating during the school holidays, I avoid Joondalup all together during the holidays.

I choose to avoid Joondalup due to paid parking. You are killing the businesses there and the ambience by aging paid parking; the Shire of Joondalup must see this! Half an hour free parking is silly, it needs to be at least one hour to enable people to make an appointment and return to their vehicle without getting ticketed! Think about it!

Half an hour is too short a time to do anything.

Half an hour free is not long enough to attend medical appointments, government or Council offices, banking, etc. A minimum of 1 hour but preferably 2 hours would be more reasonable. This would encourage people to frequent local cafés and restaurants, many of whom are struggling to remain viable. It would also ease congestion at the Joondalup shopping centre where many people park to avoid the expense of parking in the City Centre.

Joondalup Council is the most ruthless and corrupt Council I have ever dealt with. Stop ripping off the people who pay your wages.

Just yesterday I had to make a drop off to a shop in Grand Boulevard. I was in and out of the shop in 3 minutes but I had paid \$2 (no change given) for the privilege. Not a happy ratepayer. If parking was free for up to half hour then maybe more people would come to the City.

I would drive further to another shopping area rather than go to Joondalup every time and pay for parking. It is unreasonable to charge for parking when you want people to spend money and shop in your area.

Half hour is not long enough. First 1-2 hours free would be much better, especially if you want to grab a quick bite to eat.

Parking is scarce, and I feel businesses suffer by not having enough through-traffic — meaning people are not likely to hang around after appointments because parking is expensive. They do what they need to do and then leave. Paid parking outside Council offices is also a problem for those hiring the halls. I wonder if it's not a disincentive for using the facilities there.

Half hour is not a sufficient amount of time. I avoid Joondalup because of the parking costs and only go there if I really need to, such as to go to the licensing centre or a medical appt where I cannot book elsewhere, or other clinics are too far. I appreciate the City's review and potential half hour free parking decision, however I believe it should be a minimum 90 mins free of charge, if you want the community's interest in making the City Centre the vibrant area it should be known for, instead of its current reputation for expensive parking and very strict parking officers! Thank you for the opportunity to provide feedback! I hope the City listens and positively applies what the community is looking for — a reasonable amount of free parking!

Taking parking places away by installing a paved area with bollards is just bollocks!

One hour free parking is better than half an hour especially for medical services and some government agencies because I often have a longer waiting time with them.

Parking should be free for shoppers.

Should be at least 90 minute free parking. With so many medical specialists in the area it's extremely difficult to afford the paid parking. To catch a train from Butler station it's a ridiculous 3 zone fare which makes public transport unaffordable as well.

Why only half an hour? In Claremont you get the first two hours free.

I stopped visiting the Joondalup City Centre when paid parking was introduced. I now only visit in the evenings or on weekends, but sometimes I forget that parking is free and then I go elsewhere. I think it would be a good thing for businesses to have 30-60 minutes of free parking in the area.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

How would this work? If I go to do my shopping in Coles this would normally take me about an hour, so would I have to pop back to the car to pay the fee after 30 minutes? If I'm meeting friends for lunch, etc that would normally be an hour too. Perhaps the first hour free would be more beneficial, especially to those businesses that are outside of Lakeside. I would definitely visit the other cafés I like more often if that were the case. Like Tiago, Kulcha and the Buttery, etc.

Paid parking has made us shop elsewhere, where there's free parking and being able to load the car conveniently, e.g. we visit the local oriental mart and corner convenience stores less after paid parking was introduced.

A half hour of free parking is just a waste of revenue as half an hour is insufficient for most visits to this area. Some examples: When I went for a medical appointment it took more than an hour, so a half hour would be useless. When I went to Medicare, I parked up near IGA as I had been told that once in line you could be sitting there for a while — I was there a lot longer than half an hour. Going to the Library takes a while if you want to browse the resources, so half an hour is insufficient time. Even visiting friends for a "cuppa" would usually take more than an hour.

The proposed 30 minute free parking would suit my situation when I only visit a financial institution or a quick shop.

A half hour of free parking would not be helpful when one has a medical appointment. One would have to pay for longer if one could.

Half an hour free is not enough. Why not make it 2 hours free parking? That way I could get some shopping done and eat a meal or catch up with a girlfriend for coffee in the Joondalup CBD without having issues with parking fees.

Parking should be free in the City Centre as there are fundamental services that people should have access to without worrying about a parking ticket. (Example: Centrelink)

It is a rip off that for a 20 minute appointment, including waiting, that I have to pay for parking. I got a fine for \$80 when I had only parked for 15 minutes. Must be making a killing out of parking and fines.

Make it one hour free.

Parking is horrendous. There are parking meters everywhere. It's too many. There should be 2 hours free parking everywhere. There is no need for such stringent parking arrangements or policing of parking so heavily.

Paid parking has killed it, the City Centre is stone dead. Why park there and visit the shops, etc when Lakeside is free?

30 minutes free parking is insufficient. Needs to be one hour minimum or even two hours especially for medical appointments, etc.

95% for shopping and use Joondalup free car park. Not likely to park in street as I got fined when volunteering with disabled and unable to reach machine.

Always put in more money than necessary just in case I am held up. Rather annoying to waste quite a few dollars each year.

1. Short term parking i.e. medical appt/library/COJ/service cannot be completed in 30mins, this needs to be 1 hour. 2. Hospital parking needs to be scaled, if you attend for a longer period of time, a flat rate should be considered. Generally if you are there for longer than 3 hours it's a serious event and no one should be making money off the back of those in need.

If the parking was free we would come more often. Giving us 1/2 hour free is not enough time to eat when dining at restaurants, etc. Businesses are suffering from your greed. We will go to somewhere else like Hillarys or Whitfords, etc where parking is free. It means we don't have to worry about the time and parking meters.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

The parking restrictions and threat of getting a ticket have lost local businesses so much of my money. The offer of 30 minutes free, when you're needing to access essential services is ridiculous. I spend a lot longer in those lines for the licensing Centre, Centrelink, using the library, doctor appointments and other medical services, etc in the area, that all take longer than 30 minutes at no fault of our own. Then after I'm done, I would so often want to make the most of my visit to Joondalup by going to a café or out for dinner in the area, but I don't because I feel the need to rush back to the car and get out of the area because of the parking restrictions, costs and fear of fines. It's a shame that the parking conditions are discouraging people from actually staying in the Joondalup area and making use of the businesses in the City Centre. We usually feel forced to leave and go to Hillarys or Whitfords to spend the rest of our day shopping or eating without the feeling of being rushed to move the car. I believe the Council costs the City more money by discouraging parking, than they collect with paid parking meters and infringement tickets. Joondalup parking is a joke, and if you're really listening, everybody hates it! You've got a big problem on your hands and 30 minutes of free parking won't even begin to fix it. Make parking at the hospital free, because that should be common sense, and give at least the first hour free during peak times, the first 2 hours free during semi-peak times, and free during any time outside of government business hours. No time limits, no confusing signs, and no more broken meter machines that don't take your money and land you a \$90 fine because it kept spitting out your 50c coins.

Yes, it is a complete money making scam of note! My wife has to regularly take her 86 year old relative for various appointments. Well what do you know? Even parking in an ACROD disabled parking space you get fined if your car is there 1 second over an hour and you can't even return to the same zone. Here's the thing, if the appointment is running over time, then you're basically stuffed. The rates, taxes, costs of living in Joondalup are forever increasing. This has to stop. Get a life, and realise we the residents are not your private piggy bank. Get your spending under control. Stop redoing unnecessary work, resurfacing roads that there is nothing wrong with, creating median strips with pavers, then removing for plants and then removing for pavers, etc. This is a load of organised mates looking after each other. Do the job right and do it once, stop the wastage. Positives: thank you for adding a minuscule amount of dog beach, really great. Parks are good. Cost of living is decidedly too high. The City of Joondalup is there to serve the residents, not the residents serve the City Council!

Should be completely free — for it being a City Centre it doesn't have a lot going for it besides the shopping centre which has free parking anyway. Take away all paid parking areas and make them free and add more attractions to the City Centre before implementing paid parking again.

I would need it to be 1 hr free to encourage more regular visits.

I won't go to anywhere in Joondalup if I can help it where I have to pay for parking. I've even changed where I have ultrasounds/x-rays because of paid parking.

An hour of free parking would make this even more likely to be enjoyed. Machines that could have cameras scanning the plates of cars in parking areas and have a system to directly charge a credit card if the time paid already runs out would also be a great change. Sometimes things happen that cause people to go over on their estimated parking times.

Council should investigate what other cities do.

It is expensive but the only way to attend the library. The free parking at the library is insufficient time to enable me to attend the Mahjong session.

Appointments usually last longer than 30 minutes. I will have to leave the appointment to fill the meter — not convenient. There should be no paid parking in Joondalup.

Not enough.

Half an hour of free parking would not make much difference.

I stopped in a parking bay to take a phone call and the Ranger almost broke into a sprint to come and ask if I was parking, and if so I would need a ticket, and if not to move on. Local traffic is the lifeblood for local small businesses and to start by giving 30 minutes free parking is a step in the right direction (should be 1 hour).

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)
<i>Possibly an hour free would be better than 30 minutes free. It is rarely possible to visit anywhere within 30 minutes especially if you are queuing at Centrelink, visiting the library or a bank.</i>
<i>Paid parking and the mongrels who issue fines are the main reason I would rather go anywhere else than the Joondalup City Centre. Half an hour free parking is pointless. One hour is the go if you want to support local businesses.</i>
<i>Free parking for one hour would be better. Like at Leederville. One hour gives time for an appointment to be finished.</i>
<i>I feel it should be one hour of free parking. A half an hour is too short.</i>
<i>Adequate parking but would be better for those people just getting a small shop or going to the bank.</i>
<i>I regularly visit Leederville (City of Cambridge has 1 hour free parking) and Victoria Park (City of Victoria Park has 30 min free parking) and support the local businesses by buying food at cafés and shopping in the area. I would do the same in the City of Joondalup if there was 30 min free parking. Also, if you don't want to give out free parking, why not allow businesses to validate parking, i.e. if I spend \$20 at a local café, then allow me 30 mins of free parking for spending \$20?</i>
<i>I think it should be a longer free time period especially when you're going for appointments, banking, etc. I find it ridiculous that you have to pay anywhere around there!</i>
<i>Half hour is not long enough. For example, the wait time for a visit to Medicare or a medical appointment is longer than 30 mins. Extend to 1 hour free or improve services to half hour. Common sense says getting service to 30 minutes cannot occur hence including 1 hour of free parking would mean the City's intention is genuine.</i>
<i>I think the half hour free parking is a good idea especially if I am collecting or delivering art work to the Joondalup Art Gallery.</i>
<i>My husband and I have one car bay, so I have to pay to park outside my own home if I finish work early or start work late. I have had multiple parking fines in the event of emergencies or have been unwell and unable to move my car in time.</i>
<i>I would find it beneficial for the free parking to be increased to an hour (as is the case in many areas closer to the City such as Leederville) especially as we are often in the City Centre to dine so need to park for 1.5 to two hours at least.</i>
<i>We need more. As the weekend rolls around it's hectic trying to find parking close to everything, the Lakeside car park is dangerous on weekends.</i>
<i>I feel there are ample parking facilities in the Joondalup business district, both free and paid. Even during peak shopping seasons, I can always get a parking spot.</i>
<i>1/2 hour free parking is good for running errands such as dropping off a completed form, visiting Council offices, collecting & returning a book at the library or buying something from a shop that is not in the Lakeside Shopping precinct, especially on days when the weather is challenging such as rather hot or wet. To create a good feeling about visiting Joondalup, it is important that the people handing out tickets for overstaying the 1/2 hour allow an extra 1/4 hour in case there is a delay in getting back to the parked car because of some unforeseen event such as heavy traffic on Grand Boulevard making it difficult for a pedestrian to cross the road or a queue inside the premises visited. However, if I have guests / visitors I will not be giving them a guided tour and a visit to an art gallery and / or restaurant / coffee shop, etc because 1/2 hour is not sufficient. Therefore, from my experience, I do not foresee tourism and hospitality venues benefiting from the proposed 1/2 hour free parking.</i>
<i>An hours free parking would be better — when I've attended appts ideally I'd be there less than half an hour, but usually stay for at least half an hour, given all the different factors.</i>
<i>Would ACROD parking receive any extra time free?</i>
<i>It is annoying to pay for parking. Sometimes I park in the library car park but also need to go to other places. Not sure if once I leave the library, do I have to move my car to another paid park?</i>
<i>You should include one hour free parking.</i>

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I feel that 30 minutes of free parking is not adequate for many visits, such as cafés, appointments, etc. It should be at least 60 minutes. There should also be free parking spots for moped and bikes on most of the pavements.

The cost for parking has increased almost double since the new government department was built. This will cause a significant drain on income for many and resources which ultimately will lead to people leaving employment to find more affordable parking and or relocate and find employment elsewhere. Joondalup has a wide variety of shops however businesses too will suffer as a result of the change in parking rates, as customers will shop elsewhere due to paid parking.

A free 30 minutes would be great as I often need to just pick up or drop off something and having to pay to do so is a bummer.

Before the introduction of paid parking my wife and I were frequent visitors to Joondalup businesses and knew where to find most things. Since then we avoid the area unless it is essential business. Where we used to be regular diners and shoppers we found other places where parking was not an issue. We need an hour free for a lunch time visit. Machines which don't give change are particularly irritating.

Please consider 1 hour free parking (similar to Leederville) as this gives time for medical appointments or a visit to vehicle licensing without the worry of being over 30 minutes if there is a delay or long queue. Also ensure parking machines can accept pay pass from credit cards please.

Ease of access to businesses in the CBD — I often choose shops and businesses at Lakeside shopping centre due to free parking.

Most parking should be free or least 1 hr free.

I know that when I visit other places such as Subiaco and Leederville where there is 1 hour free parking, I am very happy to visit, and probably visit more businesses than the main purpose of my visit. It also means that there are parking spaces available because there is a turnover of patrons.

First hour free as per Vincent.

I would stay longer if the parking limit was increased. I cannot see a movie, visit a restaurant and do some shopping in one visit with the current limits at Lakeside.

Parking fees are a turn off for me when arranging to meet for lunches or catch ups. Why pay for parking when there are so many other options in the Joondalup area? This must be hurting businesses in the City Centre. I regularly make alternate arrangements due to this fee.

Went to a restaurant the other day, could only pay for half hour parking and had to leave half way through meal to pay another half hour. Also, for medical appointments when the doctor is running late have had to do the same thing.

I hate paid parking. Subiaco is totally dead and ruined from paid parking. Don't let it happen to Joondalup.

Half an hour is usually insufficient time to grab a coffee, see a doctor, visit a retailer, etc. Therefore, I don't think it would benefit me. When I go to Leederville I get 1 hour of free parking, so more likely to head that way to a restaurant/café. Often when there I also buy other things from local retailers.

The main area where this change would be helpful is the large parking area in front of the Council/lotteries buildings.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

Half an hour complete waste of time. Need 1 hour free so that people can park get to where they are going and get back. It will free up a huge amount of space as the hour is an incentive to get in and out quickly. Will also help cafés lunches and smaller service providers e.g. Podiatrist and other minor medical businesses. Hopefully prevent illegal parking in staff only spots. Multi-storey needs adjustments; put long term parking at top — less in and out wear and tear and incentives for short term users to use the car park as currently after about 9.30am. You have to park at the top with extra time to access the spots. With the expectation of increasing working population in the City in the short term and long term total loss of quite a number of the car parking areas to building, it is vital that you start thinking outside the box, NOW! Fringe car parks with smaller CAT buses to ferry workers into the centre — suit all day office bound. Fringe car parks for hospital and university, etc for workers would mean better access for the casuals who don't have travel plans organised for them and e.g. hospital visitors and patients are not so able to think outside the box e.g. use public transport. The bikes are a great idea but not used to full potential as most adults have not ridden one for ever and the access is complex for the over 40s. i.e. need to have someone there for a couple of weeks collecting passers-by and showing them how it's done, putting them on the bike and encouragement.

Half an hour free is unlikely to make me change my habits. It would need to be 1 hour or more.

Current parking fees in the City of Joondalup are astronomical compared to all day parking in the City.

It's got to be a full hour of free parking to make much of a difference. Vincent does this and it keeps me coming back.

I just hope the above is not going to mean that it will be 1/2 hour free parking and then after that it will be paid parking in the whole of the City of Joondalup, whereas currently it is only paid parking within certain areas.

30 minutes is not long enough. Perhaps one hour.

Half hour free isn't enough, it should be the first hour.

If I pay for parking it is for an appointment — medical or financial and it will take more than 1/2 hour.

I avoid it because of the lack of free parking. Any change will be an improvement. You have to balance parking income against the good of the shops and vendors paying rent.

Shouldn't be any paid parking in the Joondalup area at all, especially at medical and hospital appointments.

1hr free parking. Don't charge so much, or just make street parking paid and parking lots free.

Any reason to go to the COJ takes longer than half an hour so the first half hour free will not change our attitude to paid parking. If you want to encourage us to go more often, especially for recreational purposes, parking must be free. Pre-paid parking is frustrating.

Not enough parking bays down the side streets.

Hospital parking should be free. No one is there because they want to be. They are ill or visiting someone who is ill.

I come to Joondalup because I work there. Since working there, the cost of parking has increased steadily. Even though I pay, I still have to walk at least a kilometre to work. I don't have the option to park in two hour free parking because I don't have the opportunity to move my car throughout the day. I would be happy to pay 3-4 dollars per day; but I think the amount it costs at the moment is unreasonable.

Perth is a car city. It can't be any different because of its structure. Attempts to force people onto public transport show a juvenile understanding of the problem. I know the concept of public transport is environmentally friendly and makes us all feel like we're having a big hug from mother earth, but it won't work in Perth. It can't. Perth is a car city. It's designed that way. Probably not intelligent design. I drive to work in Perth every day. I have to pay for parking. It's a stealth tax. Not good. Not impressive.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

Half hour parking is not enough, people do not use Joondalup as often as they could purely because of the parking fees. The restaurants and businesses suffer because of this. We could have a fantastic bustling restaurant and entertainment precinct, but if you are going to have to pay for parking you would drive to Fremantle or Leederville or Northbridge, rather than boring old Joondalup. Seriously the Council is just making money off parking fines. We pay enough in rates that you would think we could at least get 2 hours free parking. Issue a sticker to ratepayers that allows them 2 hour parking in Joondalup. You may actually have some happy ratepayers who are getting something back for the amount they pay in rates. Show us that you actually care about the ratepayers!

Half an hour is not enough time to do anything except mail a letter. A queue in a bank will eat that up and the library car park is always full.

Sometimes it is difficult to know exactly how long you will be (especially if visiting Licensing Centre/Medicare, etc) and you have to make sure you have paid enough, so I tend to put more in the ticket machine to ensure it is covered.

The free parking years ago was fabulous. I understand there has to be a balance, so a mixture of both in the City Centre would be amazing as medical appointments cannot be controlled when it comes to time.

There should be one hour free at least. The Joondalup shops are ridiculously hard to get in and out of in less than this. The Council should also consider offering free parking for Joondalup residents.

It is too expensive.

Half an hour would be good.

Paid parking around the bank (Commonwealth) is shocking. Occasionally I want to drop in to pay in money which takes 5 minutes and I have to pay \$1 to do it. I stopped going there. The parking inspectors are like vultures.

If u want people to use services don't charge for parking, especially the hospital.

It should be free. With designated paid areas for people who are using it to commute on the train for a nominal amount.

Ever since it was introduced, I deliberately don't go to Joondalup. I got a ticket when I had to work as relief staff at the bank and as a ratepayer I figured that was enough! It's rude, and your half hour for free is a joke. And to pay at the hospital, greedy. I go to Leederville where I get two hours free.

Please keep the library parking free!

Parking should be free to encourage more people to visit.

Make it an hour for residents and ratepayers. I hate paying for it in my own neighbourhood.

Parking should be at least 1 hour for free. This allows people to go for medical appointments or enough time to sit for a coffee in a café. I feel that the current situation would be very detrimental to business owners in the Joondalup City Centre as many people don't want to have to pay for parking when they can get similar services elsewhere without needing to pay. When I am in the City Centre, I often notice that much of the paid parking is empty for this reason. I often end up parking at Lakeside and walking to my destination, but this also means that any spontaneous business is often directed towards businesses in the shopping centre rather than in the City Centre.

Half an hour is not long enough.

I often dismiss the idea of going to a café in the City Centre because I can't even park for 10 minutes to get takeaway, so I think it will help businesses like that a lot.

This would be fantastic business for the people in the Joondalup area. Well done.

Free parking should be for 1 hour not 30 mins.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I think your paid parking is [- - -]! I used to visit much more often and stay much longer. If I can be bothered going anymore, I park at Lakeside shops and do the long walk which is a pain in the [- - -]. You are completely wrong if you think paid meters means you have higher turnover. I can't even be bothered going any more. We used to visit the restaurants and street side cafés and groceries but not worth it anymore. Such a nuisance. Your greed ruined it all! We certainly want more than [- - -] half an hour — what a joke! Do your policy makers live here?

As a long term resident with many friends and associates living in the immediate City Centre of Joondalup, I am fortunate to benefit from parking passes (rightly so as a ratepayer). I believe that all ratepayers in the City Centre should have access to at least one parking pass for the purpose of living and general business. I have friends paying the same rates but falling only 20m outside the parking pass allowance zone, so they do not qualify for a parking pass. This is wrong.

I think the current situation drives everyone to park at the shopping centre and this has led to the death of the high street. Most other Councils — even Perth — are on board with the free 1 hour. Get with the program.

Should be 1 hour free.

I strongly think that free parking should be implemented but it should be in line with other Shires i.e. 1 hour free parking. This is because if someone has a medical appointment it is usually going to exceed 1/2 hour. The 1/2 hour would be good around the shopping centre where people may just wish to get money out of an atm or a few grocery items.

The hardest part is when visiting somewhere like Centrelink — you never know how long you'll be in there, so you overpay for parking which is annoying. Also, the 2 hour limit in a lot of bays is an issue if visiting the hospital and there is no parking within the hospital grounds.

More places that take card. I never carry cash and having to run around trying to find change is a pain in the [- - -].

It should be 1 hour free. I usually go into the City with two small children which takes up my time, so the half hour free would just about be useless.

After 5pm and Saturday and Sunday should remain free. And adding 30min would be lovely when I just want to grab something quick.

First half an hour free is beyond a joke. Stop charging for parking so much. At least the first two hours should be free. You have a Centrelink office there which means those of us who are single parents, studying full-time have to pay for parking to visit Centrelink or school. Interesting! Charge the commercial tenants. Don't charge the people who come into the City of Joondalup keeping your tenants in business.

Need to have more free options e.g. 2 hours free. Especially for medical appointments. It puts people off choosing specialists based in Joondalup when free parking options are available elsewhere e.g. Duncraig. I had an anaesthetic consultation in Subiaco recently and there was free parking right outside the specialist rooms!

Expensive.

All parking should be free within the City of Joondalup. We pay enough through our rates. Joondalup Council is trying for residents to keep paying for things that used to be free e.g. the Valentines Concert — now you have to pay.

Fines could be reduced to allow for pensioners who do not have the money or the fitness to return to vehicle before time expires.

I live in Rockingham and I work for the Department of Water and Environmental Regulation who will be moving to Joondalup shortly. As I will be driving each day from Rockingham it is important to me that parking in Joondalup remains affordable given it is not Perth CBD. Public transport is very expensive, and my commute will be 15 hours per week, so driving is important to me considering the distance I now have to travel. Please keep parking affordable in the City of Joondalup.

All areas should be extended beyond 1 hour. If catching up for a coffee with friends, it takes more than 1 hour.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

<i>Since 2017 car parking fees have increased by approximately 31%. I feel this is in response to the City being aware that the number of visitors to Joondalup will increase as DWER are relocating offices there. The City wants us to come to Joondalup to work and then holds us to ransom.</i>
<i>Parking should not be a way of Councils raising revenue.</i>
<i>It needs to be longer free parking. Have you tried popping into the bank or something simple with kids in tow — it takes longer for any simple task and most places like the bank take forever to be served.</i>
<i>Apart from Lakeside Shopping centre there really isn't much parking for 'other' activities anyway. Only other question would be by introducing this, will the subsequent \$rate increase and by how much? This may sway my response.</i>
<i>I think that people who work in the City of Joondalup should have their parking discounted as they have no choice but to park. There are not enough parking bays allocated to larger companies and if they are subsidised then will take a financial load of us employees.</i>
<i>There is short term free parking in some suburbs (e.g. Broadway, Crawley) and this is good for customers who just want to get an item and no long walk to get free parking. I think it would be very beneficial for businesses and for customers if there was half hour free parking outside of Lakeside shopping centre. The free parking in Lakeside means that most people shop there for shoes, travel, etc. Businesses in Grand Boulevard and Boas Ave are very disadvantaged. The lost income for CoJ is minimal compared with having empty premises in the CBD.</i>
<i>An hour free would be better. Or shorter paid periods so we could park free from 3 or 4 pm so we could go for coffee or late lunch / early dinner without paying to park.</i>
<i>It should be 1 hour free not just half hour.</i>
<i>I have found it very difficult to bring clients to Restaurants in the area due to lack of parking opportunity in front or close proximity to the venues. The car parks are impossible in a Limousine, so I always suggest a venue in another area.</i>
<i>As a ratepayer we should not have to pay for parking and I believe doing so also stifles business.</i>
<i>Half hour free parking would be fantastic. Friends and I often meet for coffee outside the City Centre or at Lakeside rather than in the City Centre because of paid parking.</i>
<i>I think it is very unfair when having to go for medical appointments, pay for parking, only to be held up and unable to leave to put extra money in the meter and return 3 minutes late just as the parking inspector is leaving and be greeted with a parking ticket (which happened to me). COJ showed no compassion at all. How about being more lenient when a few minutes late back to your car!</i>
<i>I believe the 1st hour should be free, otherwise I will still not support the local coffee shops.</i>
<i>Encourage people to come. Remove economic disincentives.</i>
<i>If I've got to pay for it — will change my living habits to areas where parking for food, entertainment and appts are free.</i>
<i>Controlled free parking — as suggested 30 minutes — is needed to support local shops / business. However, we do not need a Council warden hiding around the corner watching for vehicles parked 2-5 minutes over the 30 minutes. I suspect this will be the case, as with other Councils, there is just too much money to be made by fining vehicles owners.</i>
<i>The free parking needs to be for 2 hours for it to make any real difference. You can never be sure of getting in and out of appointments in under 30 mins.</i>
<i>Medical apps are a worry when only 1 hr bays are available nearby. Also, I resent the vulture like behaviour of some traffic wardens.</i>
<i>The fines for overstaying should be greatly reduced. The risk of a large fine is a bigger deterrent than a couple of dollars parking fee.</i>
<i>The continual yearly increase of fees feels unnecessary and greedy.</i>
<i>The cost of parking is incredibly high in Joondalup.</i>

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I try to avoid paying for parking as much as possible. I will try to combine the activities I need to do such as go to the bank with a trip to Joondalup Shopping Centre so I can park there. Or I go to a destination that has free parking. Half an hour free would be good for those activities; but seriously, Leederville is an hour free parking. The City of Joondalup should be more progressive and support its local businesses in the same way the City of Vincent does. Vincent's approach to verge treatment is also far more progressive.

When public transport is of sufficient standard then we should have pay parking. Pay parking only forces public to go to shopping centres thereby destroying the retail areas of the City.

There should be more than 1/2 hour free parking in order to bring the City to life! No one will go there while the parking is so expensive and while the fines are outrageous. The City is so dead it's stops me going out. It would greatly assist local business if the parking was free. People would go to different restaurants rather than just the mall.

I would even agree to 1 hour free parking, as many "short term jobs" take a bit longer.

I try to avoid paid parking and use places without it. So, if I can visit another convenient location for the same purpose, I will.

There isn't enough parking and having to pay for a maximum of two hours means I can't come for an appointment and then go for lunch without needing to move my car, which is hard with a baby. I avoid making appointments in the area because of it!

Joondalup City is very good regarding parking. Except the parking at the hospital should be free. A lot of people refuse to go get help at the hospital because the parking is too expensive. At \$2 an hour, it can be an expensive trip, especially if the waiting time is longer than 3 hours, which can be quite often in our emergency department. It also stops people attending mental health appointments because they can't afford parking. It also stops people from visiting loved ones in hospital. If parking was free at Joondalup and all medical centres, this would encourage people to get the help that they require. It also helps the mindset of patients that are currently in there, because people can visit their loved ones without worrying about parking. Please City of Joondalup, set an example for the rest of Perth and make hospital parking free.

I honestly think two-hour free parking would better serve the community and the local businesses.

I would suggest you have the first hour free so people can get to dental appointments etc.

Around the station it is way too expensive to park when most train parking at other stations is only \$2.00. When you want to meet at the Dome or visit the Chinese food store you have to pay, it's just another dollar amount on top of what you have to spend. Money is very tight and we all need to watch what we are spending.

I don't believe parking should be free. If you use it, pay for it.

Commercial vehicles doing work in the City, should be completely free and no time limits. They are supporting the City and businesses in the City.

If you want to encourage more people to come to the Centre then offer free parking, what do you actually spend the money on from the parking?!

When I was pregnant, I would have monthly appointments at Joondalup Private Hospital. Afterwards, my husband and I would go for breakfast and meet up with my Mum somewhere in the Joondalup City Centre as there are lots of new cafés around that have great recommendations online. Having to pay for parking and also finding parking made it not worth it, as we had already paid for parking at the hospital. Most of the time we drove to our usual café spots to avoid paying for parking. Businesses are missing out in Joondalup. First hour should be free like it is in Leederville. Why go to Joondalup City Centre when you can go to other places for free!

I think the 30 minutes will help when you just want to run in and grab a takeaway from the cafés.

The issue with 30 minutes free is that it really is not long enough to allow the visitor to use local facilities; however, it would be a benefit when deciding whether to use a local business were short visits are required, due to parking. I did recently opt not to use a Centre-based settlement agency for a property settlement, due to the fact that the cost of parking each time I needed to drop in a document or pick up a form was going to be high.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)
<i>Get rid of paid parking full stop. If you're going to charge around Joondalup City Centre, might as well charge at Lakeside Shopping Centre. Because most people park there and walk/catch the CAT around to avoid having to pay for parking.</i>
<i>Disabled parking should not be occupied by non-ACROD users in private parking lots.</i>
<i>Half an hour is probably not long enough when you have an appointment to make a vast difference.</i>
<i>Yes, I avoid Joondalup due to the parking fees. If I get a choice to visit a business or medical centre branch in Joondalup or Balcatta/elsewhere, I pick the elsewhere.</i>
<i>I feel the 4 hr parking limit is unreasonable as many women like to shop for longer, having coffee breaks and lunch, if they are from outside Joondalup or shopping with friends. Free half hour is no longer sufficient for any local activity, even banking can take longer these days.</i>
<i>Make it free for restaurant goers.</i>
<i>Stop fining workers, we have nowhere else to park and I can't catch the train when I finish work at [- - -].</i>
<i>Great idea. So often I'm stopping quickly to get something that takes but 5 minutes and I am forced to pay to avoid the possibility of a fine, often struggling to find coins. This would be much welcomed.</i>
<i>The increase in fees of 37% is a disgrace. It demonstrates a complete money grab.</i>
<i>Easy free parking in shopping centre. Only need to pay when you need to go Licensing or Library or Council.</i>
<i>For medical appointments, half an hour merely covers the waiting time for a set appointment when the practitioner is behind times — so you get a fine if you park, or you need to keep visiting the ticket machine. Going to Centrelink — forget using a parking machine as you can be there for hours (even as a professional meeting other professionals). Hospital parking — forget this if you have an appointment with a specialist — again you keep having to feed the meter. Also, Wilson is the most expensive parking people in Western Australia, with no consideration being given to even a 5 minute extension beyond the ticket time when you are at the doctor's. Parking in Joondalup does not make any allowance for appointments with medical specialists and allied professionals, waiting at government depts such as Transport. Even parking at the Library does not allow for meetings/clubs who run for 2 hours — when you simply have to leave before the end, try to park your car somewhere else and get back for the rest of the session. A total revenue raising issue with no regard for people who support the Library and courses run there, transport dept requirements, etc. I could go on and on, but would you listen?!</i>
<i>Should be 1.5 hours free. Half hour not enough.</i>
<i>Nil. Usually park at Lakeside.</i>
<i>Sometimes very congested.</i>
<i>Paid parking affects my decision to use some of the cafés, particularly to be able to pull up and grab a quick coffee on the go. I won't pay to park somewhere for 5–10 minutes, I'd rather go elsewhere. I think small businesses etc, particularly away from the main shopping centre, would benefit greatly from half hour free parking.</i>
<i>Improve options to alternative payment methods — e-wallets.</i>
<i>I shop at shopping centres and do business where parking is free. Businesses, including restaurants, won't get my dollars if it involves paying for parking or risk of getting parking fines. Perth City has finally realised that a lot of people avoid the City due to having to pay for parking and are reviewing their parking policy accordingly. I am [- - -] and believe it is not Australian to pay for parking, whether it is at the beach, shopping centres, boat ramps, etc. Free parking will get a lot more business dollars which, in turn, creates economic growth that will generate more money for rents and rates.</i>
<i>Too expensive for the area. Should be no more than \$5 daily rate.</i>
<i>Should be free all the time to encourage people to come, especially the hospital.</i>

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I don't visit the City of Joondalup as much as I used to as paid parking can be an inconvenient when medical appointments go over time and it's a worry that the ticket will expire. Sometimes I make short visits and having them free for 30 minutes would be perfect. I believe it would encourage more visitors with short stays.

Parking infringements are seen as Council revenue raising. I believe the CoJ would do well to investigate places where businesses are varied, thriving and where there's a large volume of tourist attractions that go beyond retail shops, bars and restaurants/cafés. As an example, the Gold Coast Meter Maids, a tourist attraction in their own right, bring huge volumes of tourists into that area. The businesses are thriving and go well beyond retail shops and restaurants. You can visit Ripleys "Believe it or not", a "Haunted House" and visit Cabaret shows such as "Draculas". There's a multitude of entertainment options around the Gold Coast area. I'm not saying the CoJ should employ bikini-clad, Texan-hat-wearing models to walk the streets, but look at other quirky options that engage people and families to come into the area. Rather than have coin-operated ticketed parking meters, use a mobile phone app to facilitate paid-parking. Parking can then be paid for by the minute (better value for money). The CoJ can also monitor the repeat vehicles coming into an area (great for marketing!) Some other ideas: rather than issue infringements for expired parking, where a vehicle's ticketed parking is valid, have the infringement officers put a "thank you for doing the right thing, you're now in a competition for something". By rewarding good behaviour, people naturally behave better. This isn't rocket science!

Should be first hour free. 30 mins only allows you to get out of the car and walk to your destination in some cases.

Follow Leederville's example and allow first hour free. This will be beneficial to businesses in the area and encourage people to stay longer, without thinking about parking elsewhere and using other facilities.

Medical appointments in the City Centre can and do run late so you are at a loss — buy more time or run the risk of an expensive fine. Pensioners and senior citizens are more likely to use the services and to park close is sometimes necessary. Disabled parking is rare, and fines hurt limited budgets. Displaying an ACROD permit and a parking ticket to avoid a fine in a standard parking location — something for consideration.

If you make it 1–2 hours free, it certainly would change my opinion, 1/2 hour is useless, we would have to keep going back to put more money in the machine. You can't do anything in 1/2 hour.

Even have a few 1/4 hour free parking bays so that people can drop or pick things up in certain places. West Perth has these.

Parking everywhere in the City of Joondalup should be free for at least the first half hour. As a Joondalup resident and an ECU university student, I find it very inconvenient having to go to the university library to return books during the week and having to pay for one hour, despite only needing 5 minutes to drop off books. Parking machines won't accept less than an hour.

It is expensive in relation to its proximity to Perth and/or the beach.

Parking is the main thing that deters me away from Joondalup. I really only visit places that are close to the shopping centre (4 hours free parking). 30 minutes free parking to do what? It certainly won't boost people using local businesses in the area. Maybe it will influence my decision to use takeaway in the area (i.e. Nandos), I can't really think what else you could do in 30 minutes. Your parking inspectors are hawks! I've seen them leaving the Council building and there must be about 8 of them. If you put as much effort into community as you do into fining your visitors, then maybe you would have a more involved, healthy, happy community.

Need to provide more parking spots and provide first hour free like City of Vincent does.

Yes: if it can't be free, the first two hours should be free (assuming this does not include the shopping centre car parks and Winton Road which should remain as they are). You have no control over waiting times or length of your appointment, and usually you should arrive a few minutes early, so half an hour of free parking would add stress and is pointless. IMO.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

Parking time limit should reflect the nature of surrounding businesses — e.g. a half hour limit (paid or otherwise) is annoying if the typical duration of doing business takes longer than the time parking limits allow.

Most times when I visit Joondalup it's to go to the bank or somewhere where I'm less than 10 minutes, so having to find a ticket machine and pay \$2 to spend less than 10 minutes there is quite annoying.

Should be free parking which would encourage more use. Why do we need paid parking? Surely the City is not that hard-up. Think of the staff you won't need if it's free.

In support of small retail businesses, I strongly support short stay parking (i.e. 15 minutes free) or half hour free especially near shops along Davidson Terrace (where parking space is clearly lacking) with 50 metres walk radius.

1/2 hr free is not long enough. I think you should have 2 hours free, that would cover most medical appointments, etc. I refuse to use paid parking, I usually park short term in Lakeside Shopping Centre, attend my appointment, then visit a retailer in the Centre. I don't use any providers outside of Lakeside, if I can't access free parking for the short term. Personally, I feel that charging for parking is gouging plain and simple. I no longer attend venues in Fremantle or Subiaco for exactly the same reason. Businesses are suffering in the current economic climate. 2 hours free parking for clients would go a long way towards encouraging clientele back. More profitable businesses mean more revenue long term for the Council.

As a pensioner I cannot afford the parking fees to spend any time exploring Joondalup. I go for mainly medical and Centrelink appts and stay the shortest time possible.

Be able to pay for the parking using phone apps and top it up in case you are running late due to longer meetings. Provide discounts if you buy a monthly plan on all day parking.

More motorcycle parking. I object to paid parking generally. Don't raise the cost of parking as an offset to the free parking provision. Multi-level parking has been good. More parking like this needed for commuting. Multi-level parking near Bunnings and the old Masters site would be good too. You could then use some of the current parking area for residential units instead of overcrowding current suburbs with scary subdivision provisions.

I usually park further away from my destination in order to not have to pay for parking (as I am a student on Centrelink) so the first half hour free would be very beneficial.

Paid parking does not encourage people to visit Joondalup when most of your visitors are most likely ratepayers and not tourists. I personally moved to another doctor's surgery as I was frustrated with paying for parking every time I went, and at times I spent more time looking for parking then actually visiting the town centre.

I always park in the shopping centre free parking and walk to appointments or other shops to avoid paying parking meters. Half an hour free parking is great, but you still have to pay after that time.

The main problems are hospital and medical appointment parking. It is difficult to estimate how long these visits will last, and the cost of parking makes an already difficult situation worse. It would be good if patients had a free time as it would relieve some of the pressure.

Must be 1 hour free parking, at least this would cover our frequent visits to medical practitioners, Vario Gym at ECU, restaurants, coffee lounges, government depts and Library.

Half hour is nowhere near long enough, a minimum of 2 hours would be required to be effective. Paid parking in all precincts is a major turn-off for visitors — note the problems with Subiaco, Leederville, Perth etc. We have refused paid parking and rationed our visits accordingly. Due to paid parking we also will not purchase bulky items in Joondalup as anything we get, we need to allow to walk to where our car or the train is. You need to understand most people in Joondalup are doing it extremely tough and paid parking is a big deterrent.

I am reluctant to use Joondalup City Centre currently to do 'quick' things like banking, preferring to travel to Clarkson purely for parking convenience. For me, it is not so much the cost, but parking your car, finding and feeding a machine, then returning to your car to place the ticket can sometimes take the same time as the errand you are trying to complete! Thirty minutes free is a great idea.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)
<i>Paid parking prevents visitors and harms businesses.</i>
<i>Cost of parking for seniors/pensioners at Joondalup Hospital and for medical appointments.</i>
<i>I don't use any of the businesses along Reid Promenade that I used to support due to paid parking. i.e. I avoid having to go to bank, café, Jim Kidds. Parking booths with solar panels are a good idea but terribly slow in winter. I once had trouble with it responding; put money in, didn't respond so I pressed cancel. In the time that I went back to my car, left a note, called the Council to let them know, went to bank and then walked back past the machine — it dispatched my cancelled coins. For a 30 min park that is not acceptable. If you did first hour free, those parks would be used for lots more 10–20 min parking runs, increasing traffic for shops. I was disappointed in the price of your parking too. Too expensive. I think your paid parking at Ocean Reef Marina Boat Ramp for boat trailers is ridiculously expensive too, and completely inadequate during cray season. Annual Fee pass was expensive too.</i>
<i>I recommend allowing 1 hour free parking. Considering that most appointments for medical or business appointments or even leisure activities, such as meeting someone for a cup of tea, could not comfortably be achieved in less than half an hour, I feel half an hour may not achieve the Council's objective of encouraging tourists into the City Centre. In fact, I feel that the Council may even receive a negative reaction to only allowing half an hour.</i>
<i>Whilst I realise that parking is an issue in the COJ area, penalising residents who have to frequent hospital and medical appointments, etc. is just revenue raising in the wrong areas. As a ratepayer in one of the most expensive Cities, I feel the Council has lost touch with its residents and are just looking for more ways to revenue raise. I have avoided frequenting the City for the last few years now, due to the costs of parking.</i>
<i>Parking should be completely free with unlimited hours in all car parks. At the kerbside, the first half hour free, then paid.</i>
<i>30 min free is not enough. It should be one hour free and then \$2 per hour up to \$8 max.</i>
<i>Half an hour is a pathetic joke. I need at least an hour for my doctor appointments, and just what can one do in half an hour — nothing. And try to have a meal in half an hour. April Fools Day is in April — not February. What a feeble and stingy effort from the City!</i>
<i>It is frustrating to frequent small businesses that are a walk-in walk-out service i.e. cake shops and bakeries. You either pay for parking or take a punt that in the 5 minutes that you are making a transaction, you won't get a fine.</i>
<i>It's difficult, there are many Specialist Doctors rooms in that area and it is quite stressful when you can't find a park or have to refill the meter if your appointment is delayed.</i>
<i>Unfortunately, half an hour is not enough for my bank, you can be in there much longer than that. In fact, I go into the City on the train rather than drive to Joondalup because the bank gets so busy in Joondalup.</i>
<i>Increase the 1/2 hour to 1 hour. Have you ever tried to get service from Centrelink in under an hour?</i>
<i>I only use parking for medical appointments and entertaining venues. A free half hour would assist with medical visits where you can't be certain of how long you will be, so you can top up after the 30 mins. It's a good general idea, but I am not in favour of parking charges being set to provide surplus funds for the Council. Try to embrace the idea that paid parking is used primarily to speed up the turnover of parking bays to encourage shopping, etc. in Joondalup. The 30 minute suggestion is a progressive move toward working with your community, rather than following the same old established thinking on exploiting anything that will swell the coffers.</i>
<i>Half an hour free parking won't make any difference when I am paying almost \$10 per day just to work in Joondalup, nor if I was coming for a meal! Show me someone who goes for a lunch date and it lasts only half an hour. Parking should be a minimum of 2 hours free and heavily discounted for all staff in the area.</i>
<i>It seems that more parking is required of an evening. The City of Joondalup admin building parking area should be open to the public after hours.</i>
<i>If I've paid for parking and I've paid extra I should be able to use that ticket across all of Joondalup and not have to purchase a new one.</i>

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)
<i>If you want to bring people to shop in Joondalup, parking should be free. You'll get more revenue from the businesses who are having a good turnover, then what you get from your parking. And what's wrong with giving a little to the Ozzies if it's not from your personal pocket?</i>
<i>High parking fees are killing Perth City shopping & social life, don't let this happen in Joondalup.</i>
<i>I resent paying for parking when we live so far from Perth. I park at the shopping centre and walk, rather than pay for parking. If there was free half hour parking, I would probably shop more in the area outside Joondalup Shopping Centre and visit the coffee shops and restaurants more.</i>
<i>I think the cost is outrageous for parking, especially for those visiting centres in the JCC, e.g. Lotteries House!</i>
<i>Often lines will cause you to need to run out and pay for parking. Would there be a possibility of 45 mins? I generally park at the Shopping Centre and walk as this allows me to stand in a line and not lose my place if close to meter time. Small businesses outside the Shopping Centres actually do it tough.</i>
<i>I find it very frustrating paying to park when I want to pop in and out of a shop. It's costing me a fortune and it's time-consuming and stressful racing back to the car to be on time.</i>
<i>I think the first hour should be free like the City of Vincent does for Leederville. You will find more people will come to the City Centre and stay longer.</i>
<i>If you work in Joondalup, paid parking is the only option. If the half hour free makes a difference to those ongoing fees, then yes, I would be happy to work more days.</i>
<i>As I will be parking in the Joondalup City Centre for work purposes, any help financially (including half an hour free parking) will be welcomed. However, increases to parking prices will not be good.</i>
<i>The paid parking at the train station has increased every year. We are now paying \$8 per day versus \$2.50 at Currabmine and Edgewater using our smart riders. Consideration needs to be given to implementing the smart rider system with the car park adjacent to the train station.</i>
<i>It should be free.</i>
<i>Four hours free parking in the main car parks is great. This could be reduced to three hours free parking in the car parks nearest to Lakeside and kept to four hours for the more distant a car park is from the shopping centre. As there are more food shops spread throughout City of Joondalup, I think many people will decide to avoid the City Centre and choose alternative locations.</i>
<i>The current pricing is relatively competitive; however, providing a free half hour should not be a case to put up the overall daily rate.</i>
<i>It's expensive and off-putting. Would rather go to Leederville or Beaufort Street to socialise and take advantage of their Council's one hour free parking.</i>
<i>100% agree with this proposal. Would prefer the first hour free, in addition to free outside general business hours — 8am–5pm Mon–Fri 8am–12pm Sat and no restrictions on Sundays and public holidays. To be honest, the place is a ghost town outside business hours and if there isn't a need for a restriction or even someone out to enforce it then it shouldn't be in place.</i>
<i>Seems fine as is.</i>
<i>Charging for short term, such as doctor appointments or to visit a bakery, etc. is just wrong. It sends the wrong message, saying Joondalup favours short term revenue over longer term growing and supporting businesses.</i>
<i>To attract more people to cafés and restaurants, one hour free parking would be more appropriate. It is hardly relaxing knowing that you only have half an hour to order and eat or drink something.</i>
<i>It does deter from dropping in to a café or shop to buy a coffee when you know you have to pay for parking for five minutes. I tend to just go somewhere else where I know parking is free.</i>
<i>Why not make it one hour of free parking as is the case in the City of Vincent.</i>
<i>Free parking should be for at least the first hour. Many people are in Joondalup for medical/ dental appointments, not just for pleasure.</i>

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

Subiaco has first hour free, but I think that first half hour is enough for many business transactions.

30 minutes is insufficient. Other Councils offer the first hour free. This should be the minimum in my view. Many businesses operate with the disadvantage of customers being deterred by parking costs and limits.

The parking is disgraceful. I'm a [- - -] and I pay \$5.50 to get the bus to the Burswood from Joondalup bus station every Thursday. You have no \$2 Smart Rider parking and as I need to park for more than 4 hours I have no choice but to pay \$5.50 a day. I can park at Currabine for \$2, but I don't feel safe as when I'm coming back around 1.30 am there is very few people getting off the train. If you had the \$2 Smart Rider Parking and put the 4 hours up to 5 hours, it would be a great parking centre. I live in Wanneroo but shop in Joondalup. To be honest, offering a half hour free parking will not make a lot of difference to anyone, as even going to a doctor or the hospital you'd be more than 30 minutes, so then there would be more fines. All my [- - -] friends park at Clarkson or Butler and get the \$2 all day parking. So, my suggestion is please give us the Smart Rider parking and increase the 4 hours free parking to 5 hours. As a [- - -], \$5.50 is a lot of money every week. Thanks for listening I've been meaning to write for a long time. Regards [- - -]

[multiple submissions] Parking is disgraceful. You need to include Smart Rider \$2 all day parking. I have to pay \$5.50 every Thursday at Lawley Court to go the Burswood with my [- - -] friends. They all park at Clarkson or Butler for \$2. It's a lot of money \$5.50 for a [- - -] each week. Some weeks I meet a friend who comes on the train from [- - -]. We have morning tea then do our shopping and have lunch, 4 hours free is just not enough. Any chance you can extend the 4 hours to 5 hours. I live in [- - -] but shop in Joondalup. It's a fabulous shopping centre but the parking is very restrictive when you want to spend a day there with friends. I've been meaning to write about this for a long time. Thanks for listening. Regards [- - -]

I think it is counter-productive for the businesses in the Joondalup area for the Council to charge for parking. There are Councils that are not charging for parking and their businesses are reaping the benefits. If you are going to introduce a free portion, it should be one hour minimum. Half an hour will not encourage me to visit more frequently or for longer when I do visit the area.

Because I work in the area, I think that our customers would greatly benefit from the 1/2 hour free parking.

Half an hour is not long enough. One hour would be best.

Need cycling facilities. Post trip showers, cages, etc. I work and shop in Joondalup. Very expensive \$8–\$9/day adds up in a half empty car park?!

Too expensive. And still it increases every year.

Parking should be free for 1–2 hours. The City Centre is filled with University campuses, hospitals, restaurants and would attract much more people with more free parking. We only park inside the mall where there is free parking for 4 hours and rather walk to the places we need to be.

Sometimes I avoid Joondalup because of the paid parking. I hate paying for parking when I just need to pop into somewhere for 10–15 mins. 30 mins free parking would mean that I would use the area more as well as keeping turnover for parking spaces high.

It is limiting to visit the library, hospital and shopping.

Could you not consider the first hour is free and then paid from then on? That would entice a lot more people to come.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I am a small business owner and I work with small businesses. When I go to Joondalup I am astounded that parking is paid for from the first minute. How can small businesses compete with the shopping centre with its free parking? If you want to meet someone for a coffee, not only do you pay \$4.50 you have to pay \$1.50 on top for parking! It stops people from using the outer coffee shops. They are penalised. Leederville have the first hour free and I believe this should be the case in Joondalup. If you are to support small business in the City, then there should be some benefit. The shopping centre seems to have the advantage in attracting customers with free parking, but a City needs other speciality shops to make it interesting. Not everyone wants to go into the big shopping centre. I believe the first hour should be free.

Make more 2 hour parking and less 1 hour parking. Often, I will park at Lakeside Joondalup to avoid paying fees.

Hi, I think it should be more than half an hour free parking — it should be 1 hour. A trip for a medical appointment is generally longer than 30 minutes.

I think if you are at an appointment and it runs late, and you can prove that it runs late, you shouldn't get a fine for parking over your allotted time on your ticket. I feel that is out of your control. Also, this four hour parking at the Shopping Centre is [- - -], when I go shopping I'm always there longer than four hours and I should not be penalised for shopping in the COJ, it's a good thing to be spending my money here.

Paid parking is a rort, even the hospital car park is metered for absolutely no reason except greed and avarice. 1/2 free parking is a joke, who can attend an appointment, go shopping or visit an eatery in 1/2 an hour?

Sometimes a quick visit to the bank or a shop to pick up something results in scrambling for change for the parking meter — I have had to drive off in the past as I found I didn't have coins for the machine or the credit card facility is not working so I could not get a ticket. The half hour free parking would make a huge difference to most people in those circumstances.

When attending an appointment, I always ask if there is an alternative location away from Joondalup.

30 minutes of free parking is not going to attract shoppers and restaurant customers. Why waste your time — make it at least 1 hour if not 2? Shopping and restaurants in the suburbs have no parking costs.

Reid Promenade is a nightmare. For a designed City it's not a great design. All parking should have been slanted to allow for more parking. It's not great visiting medical centres in that area due to the paid parking and the worry that the time you spend waiting on doctor, dentist, etc will go over the time you're allocated to park. There is no restaurant strip like you find in Mount Hawthorn, Leederville, Subiaco, or let's face it Clarkson or Butler. It's a disjointed area which does not really bring in the lively atmosphere. Parking is difficult, traffic banks up on Grand Boulevard. Lakeside not well designed either. Whitfords is fantastic with its eateries all located in one open air area and has a fantastic atmosphere and parking underneath. We need to design better.

30 minutes free parking is a good community initiative.

If I could visit a medical centre other than one based in Joondalup I would never visit. I've been surveyed in Mt Lawley re: Subiaco -v- Mt Lawley, too. If I have to pay because I have a medical appointment I would rather go to Hollywood/Nedlands.

Paid parking is making me look for services I require elsewhere. As a [- - -] on limited income I cannot afford it, thus I take my business elsewhere.

Make motorcycle parking free of charge. This will attract more visitors and reduce traffic congestion dramatically. (The City of Perth should do exactly the same thing.)

If we don't have any change for the meter, we will not visit the small shops and banks on Davidson Road, Lakeside Drive or Grand Boulevard because it is too risky that we may be fined. So, we then go to an alternative shopping centre.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

I think an hour free parking would be far more appropriate and would be in line with other Councils (e.g. City of Vincent, Subiaco). A half hour is barely long enough to complete one errand and to encourage people to support small businesses in the City you should consider much more free parking.

I think that there should not be a sign fee/charge for renting a designated bay in the Reid Prom car park. I cannot see many people being able to afford the \$160. A half hour of free parking doesn't really help much, particularly if you have a doctor's appointment, that usually could run overtime. I guess it would help for someone grabbing a quick coffee or picking up a takeaway. In that case, make the free time 15 mins only, perhaps?

Living within [- -] & [- -] should entitle me to visit local areas and support local business without continually being penalised by having to pay extra for parking. My family circumstances have become extremely complex in the last 15 years as I support and care for [- -] and I am now [- -] myself. I am sick of having to pay parking to visit hospitals (for the endless appointments I have to attend with [- -]). Here's another example — quite a while ago I organised to visit friends at a restaurant in Joondalup. I parked close to the restaurant because I wasn't able to walk across and down the road and didn't notice the sign that said 30 minutes parking only. My eldest son had gone to a machine and organised to pay for 2 hours parking, but unfortunately, I was still given a ticket (which I tried to appeal). What a joke! I haven't ever been back to Joondalup to socialise with friends because of this. Another example — I attended [- -] at Joondalup Library recently and attendees had to excuse themselves to make sure they moved their car, so we didn't get a ticket! My life is complicated enough and to have to do this as well is appalling. I would also like to add I think there should be a Parking Pass allocated to carers in the community for [- -]. Even if you charge us a \$20 annual fee to contribute towards your parking revenue raising, so that local people [- -] can visit and support local businesses and attend informative events without fear of being fined. I should also mention, there are times I can't even afford the extra money for parking.

Paid parking influences my visits as I choose other destinations that don't charge for parking.

Paid parking has been proven to be very detrimental to businesses and would also put off any new businesses.

Paid parking is not easy to do when you are on a [- -], funds are limited as pensioners here in Australia are more likely to live in poverty than pensioners in Greece? Disabled parking spots are few and far between especially if attending medical appointments, like at Shenton House.

I stopped coming into Joondalup, except the shopping centre, after paid parking was introduced and (not knowing that) received a fine. I simply avoid shopping there and choose businesses in other areas where parking isn't charged. Half an hour isn't enough either, it should be one hour.

I avoid businesses not in the shopping mall because of the parking issue. I would much prefer to have the initial free parking because I believe that encouraging these small businesses is essential to developing a healthy Joondalup. I would prefer 1 hour free parking, since I don't like to rush meals!

Parking should be free all the time for ratepayers.

I strongly believe that it should be one hour free. Half an hour is not enough time, by the time you go to a café or the like and order a coffee you have to go again. This won't encourage people to linger longer. The City needs to encourage people to stay in the area and to support local businesses the best they can. The City of Vincent has implemented the first hour free and whilst this a loss to the City it's another step towards supporting local businesses.

If you are going to do free parking make it at least one hour, as half an hour is just a nuisance. Better still make it all free for 2 hours and then that would activate the areas outside of the shopping centre and avoid the current congestion that exists in the shopping centre.

Because much of the City is paid parking we choose to visit the City after 5 pm when there are no fees, or we park at Lakeside Shopping Centre.

I think that you should have a 1 hr free parking rather than charge, like other Councils.

Verbatim responses — Do you have any comments about parking in the Joondalup City Centre? (N = 623)

Need to have an hour free, 30 minutes doesn't give enough time to complete anything. An hour would allow for possible completion and paying for a second hour to have coffee or if having a meal is acceptable. (I do this when going to Leederville) but currently only go to Joondalup when I can't arrange to complete task somewhere else.

1/2 hour is not long enough. Needs to be at least 1 hour, especially if going in for dental/medical appts as these usually run late. Look at Leederville — they offer first hour or 2 free which is why we go there a lot for meals/shopping/entertainment.

It should be an hour if free parking.

It would be good to have free parking all weekend rather than from midday Saturday onwards.

City of Joondalup ratepayers should not have to pay extra to park in the City, we should have a sticker on our car to identify us as ratepayers.

I avoid paying for parking if I can and try to walk to wherever I need to go from the Lakeside Shopping Centre. Paid parking has to happen, and I know if I go near Perth, WACA, Leederville then I need to pay for parking, so I am happy to see it happen in the COJ.

It should be for longer. Not many medical appointments are less than 30 minutes. If you consider walking to the appt, booking in, being seen and walking back to the car, that will take much longer than 30 minutes. So, for medical appts I would try elsewhere.

Should be free. Capped at 3 hours.

Yes, stop having different rates for different areas for different times. So confusing and makes me want to go to Ocean Keys instead. Would need a very large revamp of the parking fees system to change my mind.



Project Name	Free Parking Evaluation
Report	City Response to Survey
Project Sponsor	Director Corporate Services
Project Manager	Manager Rangers Parking Community Services
HP Records	INT19/28044

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1. INTRODUCTION AND BACKGROUND

1.1 Purpose of report

This report is an attachment to the report to Council to evaluate the impacts of free parking as per the resolutions from report CJ170-10/18. This report covers the Community & Business Survey responses that in Attachments 1a and 1b. The City would normally only provide a summary of the survey results and responses in the main report itself, but there are so many issues raised in the survey results the City believes that a detailed report and separate attachment is necessary.

1.2 Contents of Economic Evaluation Report

This report will respond to the key survey issues. The report will include some key recommendations and will also provide a detailed list of survey issues and city responses.

1.3 Out of scope

The following is out of scope for this attachment:

- Community & Business Survey Results – refer Attachment 1a and 1b
- Economic Evaluation – refer Attachment 3
- Financial Evaluation – refer Attachment 4
- Overall Recommendation – refer main report

1.4 Background - Key Issues

In summary:

- Parking Scheme was adopted by Council in 2008 and governs the regulations, restrictions and zones that are in place. There have been amendments to this as necessary and the scheme can be amended at any time to address new or changed circumstances
- Paid parking was introduced in 2008 to ensure fair and equitable availability of parking
- Parking Fees Affordability – currently represent 2.3% of Average Weekly Earnings
- Free Parking – there is a cost to the provision of parking, its ongoing management and providing for future parking needs, it is not free it is just about who pays for it
- User Pays - is the model followed by the City for City Centre parking since the introduction of paid parking and since that time no rate revenue has been expended on parking in the Joondalup City Centre

1.5 Surveys

Separate surveys were completed for Business and for the Community. Both survey reports comprised of specific questions and also provided the opportunity for verbatim comments

2 SURVEY RESPONSES & CITY REPLY

2.1 Key Issues and City Reply

The first table includes some of the overall key issues that were specifically asked in the main part of the surveys, together with some of the major themes that arose in the verbatim comments.

No	Subject	Issue Raised in Survey	City Response	Further Action
1	30 Minutes Free Parking	<p>Business Survey (Attachment 1a page 24) - "If the City were to change paid parking conditions in the Joondalup City Centre to include a half hour of free parking, do you believe it is likely or unlikely that customers will choose to frequent your business more often?"</p> <p>70% said likely or very likely</p>	<p>It would be a reasonable expectation that any proposal to provide a period of free parking, in lieu of existing paid parking, would have the support of the business community. This was evident in the responses provided to the Business Survey. It is noted however that there a variety of business types in the City Centre many of which address non-discretionary services. Customers seek them out only when the service is needed. Of the 70% of businesses that said it is likely or very likely customers would frequent more often, half are in the business of financial, insurance, professional, scientific, technical, health care and social services. Many of these are non-discretionary.</p>	Evaluate 30 minutes free parking
2	60 Minutes Free Parking	<p>Community Survey verbatim comments (Attachment 1b page 39, summary) Prefer longer than 30 minutes free parking. 297 people made this comment voluntarily</p>	<p>The resolution for the City was to evaluate the impacts of 30 minute free parking. The City acknowledges the large number of comments, and specific examples/issues, about having free parking for longer than 30 minutes the financial evaluation, and the Council report evaluate both 30 minute free parking and 60 minute free parking.</p>	Evaluate the option of 60 minutes free parking in addition to 30 minutes

No	Subject	Issue Raised in Survey	City Response	Further Action
3	Paid Parking Influences Whether Customers Frequent Business	<p>Business Survey (Attachment 1a page 22) "How much do you believe paying for parking influences your customers decision to frequent your business?"</p> <p>78% have said that the influence was either a moderate amount, a lot or a great deal.</p>	<p>While the strong perception amongst businesses that paid parking influences the decision of customers about frequenting their business is acknowledged it is unlikely to be the only consideration unless all other factors of the customer experience, service quality, convenience, availability and value for money were equal. Of the 78% of businesses that said that paying for parking influences their customers either a moderate amount, a lot or a great deal 40% are in the business of financial, insurance, professional, scientific, technical, health care and social services. 63% indicate that their customers stay for two hours or less. In 2019-20 a two hour stay could cost as little as \$2.40 or as much as \$4.40 depending on the location.</p>	<p>Evaluate a range of options for free parking</p>

No	Subject	Issue Raised in Survey	City Response	Further Action
4	Visit Joondalup More Often / Paid Parking deters visitors	<p>Community Survey (Attachment 1b pages 22 & 23) "How much does paying for Parking influence or is an important consideration in your decision to come into the Joondalup City Centre?" Over 50% from the field survey and 67% from the telephone survey said important and 58% from the online survey said it does influence them a lot or a great deal.</p> <p>Community Survey verbatim comments (Attachment 1b page 39, summary) 165 people stated that paid parking deters visitors/decreases vibrancy of City Centre.</p>	<p>The survey responses from the Community Survey indicate that paid parking is an influence or a consideration in the decision to come to the Joondalup City Centre although perhaps a slightly less important consideration or influence than the perception of businesses (refer 3 above). When asked if when they visited the Joondalup City Centre, they used parking and could recall where, 50% did not use paid parking. This could suggest that in responding to the question for some it wasn't so much whether or not to go to Joondalup City Centre but rather just where in the City Centre to park.</p> <p>It could easily be said that this is because the most common reason for coming to the Joondalup City Centre is shopping (25% of all reasons) which generally means parking for free at Lakeside Shopping Centre which is where most of the retail is located. The second most common reason (15%) is restaurants, cafes, pubs or bars. Many of these businesses operate beyond just 8.00am to 6.00pm Monday to Friday when customers who frequent would also not be paying for parking in the City Centre because it is all free outside of 8.00am to 6.00pm Monday to Friday.</p>	Evaluate a range of options for free parking

No	Subject	Issue Raised in Survey	City Response	Further Action
5	Parking Fees are too expensive.	94 people in the Community Survey made this comment	<p>It would be expected that most members of the community would prefer not to pay for parking. Parking however is not a free service and it costs the City to provide, maintain and enforce parking. The issue is not about whether its free but how it is paid for. If there was no user fee, then it would be paid for out of rate revenue. Users would not have to pay at the time, but ratepayers would be paying whether they used the service or not.</p> <p>The other aspect is how paying for parking influences parking behaviour. The responses in both number 4 and 5 above indicate that paying for parking is having an influence on the decisions about parking. This is intentional because the object of the City's parking regime is to ensure equitable access to all for their parking needs both the users who want to park and the businesses trying to attract customers. This means having a mix of short and long term options with a reasonable level of churn or turn over. The fee structure helps to promote this. Without fees there would be no incentive to use parking efficiently. Prior to paid parking the all-day parking in the City Centre was consumed by commuters and students.</p> <p>In terms of the level of the fees charged by the City they compare very favourably with other locations in the metropolitan area ranging from much cheaper to no more than what others are charging. Current parking fees have recently been compared to Average Weekly Earnings. Average weekly fees (ie parking all day every week day) comprise approximately 2.3% of the local Average Weekly Earnings, which is considered relatively low.</p>	Comparatives to other Councils / Operators included in report.

No	Subject	Issue Raised in Survey	City Response	Further Action
6	Parking Restrictions	Parking time limits are too restrictive and should be for longer periods.	<p>It is simply not possible to cater for all parking needs in a way that would provide on-street parking at the front door or in very close proximity to every commercial premise that is frequented. It needs to be recognised that some element of walking from a parking location to a premise will be required. The length of that will be determined by the length of stay required and how much the person is prepared to pay for parking.</p> <p>The general principal that has been applied in the parking scheme has been to keep on-street parking for short term parking relevant to the commercial activity in the location. Off-street parking generally caters for longer term but also offers a cheaper short term option than on-street.</p> <p>The existing parking scheme structure has different fees, which are cheaper in off street areas, as well as different parking time limits, to ensure that a regular turnover of vehicles occurs in the on-street parking areas and to allow longer parking periods in nearby off street parking areas. Increasing time restrictions or having a single zone (e.g. 2 Hour) time limit system, in the entire City Centre, would encourage more drivers to park for longer periods in on-street parking. This would limit access to these on-street parking bays and create increased traffic flow throughout the City Centre as drivers search for alternative nearby parking spaces. In these situations, parking in off-street parking would be more appropriate for these longer periods.</p> <p>The time restrictions that apply in various locations are always open to review and the City has made changes in a number locations at different times where it is demonstrated that the current restrictions are not the best option for that location.</p>	Evaluate alternative restrictions

No	Subject	Issue Raised in Survey	City Response	Further Action
7	Portability of Tickets	Several comments about inflexibility of parking, not having change to put in machines or not being able to use a ticket from one zone in another zone.	<p>The City's parking machines currently offer both coin and card options. Not having change should not be an issue. The City is currently reviewing the effectiveness of a pay by phone parking fee payment system that would allow registered users to pay online for their parking using their registration number, location and time of arrival and departure.</p> <p>The current requirement is that a parking ticket be purchased each time a person parks in a zone. If having purchased a ticket they subsequently move to another parking location in another zone they are required to purchase a new ticket.</p> <p>Allowing portability of a parking ticket where there is time left on a previously purchased ticket at one location and the vehicle is then moved to new parking location could only apply where the same fee per hour and the same time duration applied. In practice this would be difficult to manage, the opportunities where this could apply are few and parkers would need to be able to readily understand where it applies and where it doesn't.</p>	No
8	Proceeds from Parking	There are several comments which indicate that it is not well understood how parking revenue is used.	This is covered in the Financial Evaluation report	No
9	Vibrancy	Other Centres (Subiaco, Vic Park, Mount Lawley, Leederville) are mentioned as being more vibrant because of an element of free parking.	While other locations are referred to as more vibrant there is no evidence that a period of free parking is directly attributable to this. Much of the vibrancy in those locations is after hours and on weekends when paid parking still applies in most of these locations, even if there is a period of free parking, compared to the Joondalup City Centre which is completely free at these times.	No
10	Technology	Flexibility of Payment	The City is currently reviewing the effectiveness of a pay by phone parking fee payment system that would allow registered users to pay online for their parking using their registration number, location and time of arrival and departure.	Pay by Phone being evaluated

No	Subject	Issue Raised in Survey	City Response	Further Action
11	Technology	Could the City install License Plate Recognition (LPR) in all parking bays so that users are charged as they use the bay?	The City already has a camera based LPR parking fee payment system in operation in the RPCP. It is unlikely that this type of technology could be applied to every on-street parking bay, but the City continues to explore new technologies that could be applied to managing parking.	No
12	Fines / Infringements	There are several comments about fines and infringements. Does the City have targets for income recovered from Fines/Infringements?	There is a common misconception that revenue achieved from paid infringements is a targeted amount. This is not the case. Infringement based revenue is estimated, as part of each annual budget and mid-year review, using previous operating experience of noncompliance and knowledge of the existing and future operating environment.	Social Media / Newsletter?
13	Enforcement	Is the City too harsh in enforcing the fines and infringements?	<p>The City issues parking infringements to manage compliance with the Parking Local Law and the parking scheme. In 2018-19 63% of all parking infringements are for either not purchasing a ticket or parking longer than time permitted. These are relatively straight forward compliance issues. Parking without purchasing a ticket is not fair to those that do and are covering the costs of parking while those staying longer than time permitted is defeating the purpose of the time restrictions which are designed to promote turnover and equitable access for as many users as possible.</p> <p>It should be noted that anyone who receives an infringement and who feels aggrieved or believes there are mitigating circumstances has the opportunity to appeal. A second appeal is also available for those not happy with the outcome of the first. In 2018-19 of all the parking infringements issued appeals were received in regard to 25.6% resulting in 9.5% of infringements being withdrawn or downgraded.</p> <p>It is felt that the City's approach to enforce and infringements is at an appropriate, not too harsh and with ample opportunity for circumstances to be reconsidered through appeal processes</p>	No

2.2 Other Issues and City Reply

The second table below has extracted some of the other issues that were highlighted in the ad hoc comments from business and customers.

No	Subject	Issue Raised in Survey	City Response	Further Action
1	Event Parking	Does the City vary restrictions e.g. Joondalup Festival	Most events are on weekends and parking is free. The exception is RPCP which is normally closed on a weekend and which the City does open for events and fees are charged at a fixed no time limit fee.	No
2	Evening Parking	Is seems that more parking is required of an evening. The Joondalup building parking area should be open to the public after hours	The Civic Centre car park P5 can be used by the general public after hours. P5 only has parking conditions (e.g. Library, staff permit, etc) between 8.00am and 6.00pm Mon- Friday (Exc P/Hol).	No
3	Price Changes	Not Advertised	Information, relating to the annual change to parking fees, is posted on each parking ticket machine and pay station approximately one month prior to, and following, the date that the change will become effective from.	Include in Newsletter?
4	Restrictions Centerlink	1 hour restrictions for appointments at Centrelink has been mentioned as an issue	The on-street parking which is in Reid Promenade, adjacent to Centrelink, was changed from 1 hour to 2 hour parking many years ago following a request from Centrelink. The on-street parking which is in Reid Promenade, adjacent to the cafes, shops and bank near Grand Boulevard, has a 1 hour time limit to support the businesses.	No
5	Concessions	Is it possible to provide discounted parking to people on benefits or pensioners?	This would not be possible. It would require a process for being able to identify what benefits or pension entitlements a person was receiving each time they used parking and there would be no way of controlling the use of a concession such as this to ensure it was the driver and not another passenger with the entitlements.	No
6	Hospital	Perception that the City is responsible for the restrictions at the Joondalup Health Campus	The perception that the City controls hospital parking is an issue	Include in Newsletter?
7	Validate Parking	Could businesses validate parking	There is nothing stopping a business reimbursing customers for parking.	No

No	Subject	Issue Raised in Survey	City Response	Further Action
8	Library	Some respondents mentioned the need to use the library for more than 1 hour but there are 1-hour restrictions, and could these be increased	<p>There are 1 and 2 hour bays but the availability of library bays right at the library is limited and the current time restriction is to ensure that there is turnover and therefore equitable access for as many as possible. There are paid parking alternatives for those who want to stay longer including on-street, the RPCP or Central Walk car park.</p> <p>Library Services also have parking permits which they manage and are able to issue, to allow a vehicle to park in excess of the 1 and 2 hour Library parking bays in the Civic Centre Car Park No P5.</p>	No
9	Monthly Parking Permits	Could the City help workers in the City by introducing monthly parking permits	The City already offers weekly and multiple daily fee purchases to enable a driver to make a single purchase, from a parking ticket machine in the location they normally park, rather than purchasing a ticket each day. These options are only available where long term (all day) paid parking applies as these areas have a maximum daily parking fee regardless of how long the vehicle parks during the paid parking period. Monthly fees are available but only in the RPCP.	No
10	Park & Ride	Could the City Centre be a no-go area for parking and the City have park and ride facilities instead?	Perth already has a degree of Park and Ride (e.g. Train Station parking) but this type of strategy would not be necessary in Joondalup City Centre at this time because there are so many visitors who are car dependent and would avoid the City completely if cars were prohibited.	No

No	Subject	Issue Raised in Survey	City Response	Further Action
11	Machines	Machine problems are mentioned several times in the survey	<p>In dealing with maintenance and parking machine downtime issues the City has, in the first instance, a parking ticket machine maintenance program part of which involves a proactive manual check of each of the 113 ticket machines each weekday to identify any issues before they are reported by the public. Any operating issues identified are remedied as part of these checks. In addition, any faults reported by the public (the fault contact number is located on all parking machines) are captured and passed to a maintenance contractor for attention.</p> <p>The City records all ticket machine faults as well as the action taken to resolve reported faults or those found during the routine patrols.</p> <p>While in the cases of some reports of machine faults no fault can be found even if these instances are ignored the approximate total average of faults per ticket machine, per year, is 15 which in the industry is a very low fault level.</p>	No



Project Name	Free Parking Evaluation
Report	Economic Benefits Analysis
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1. INTRODUCTION AND BACKGROUND

1.1 Purpose of report

This report is an attachment to the report to Council to evaluate the impacts of free parking as per the resolutions from report CJ170-10/18. This report covers the economic impacts only. The resolution requested the City to evaluate the impacts of 30 minutes Free Parking, but there were so many comments received about having 60 minutes free parking this option has also been analysed.

1.2 Contents of Economic Evaluation Report

The report will provide an overview of the models, then explain the models in detail and then provide summary comments.

1.3 Out of scope

The following is out of scope for this attachment:

- Community & Business Survey – this is covered in Attachment 1 and 2
- Financial Impacts to the City – Attachment 4
- Overall Recommendation, this will be made in the main report.

1.4 Economic Benefits & Disclaimer

The financial evaluation (Attachment 4) considers the financial impacts to the City. This report considers the impacts which may materialise for the Joondalup economy with increased spend. This report does not contend that the economic benefits will come to pass exactly as stated. Indeed, it must be emphasised that some of the assumptions in the economic models are high level judgements only.

1.5 Data

Data will either be shown in dollars (\$) or thousands ('\$k') or millions (\$ms) depending on the size of the values being referred to. All financial tables will be clearly labelled to designate the format.

2 MODEL BACKGROUND & OVERVIEW

2.1 Social & Economic Return on Investment

The models were developed based on standard SROI (Social & Economic Return on Investment) methodology. Where possible the models use data or empirical evidence to make a connection between the proposal and potential impacts, for example there is data within the Community Survey that has been used. There are 3 sections to each model, and then supporting notes, which will also be listed in this report.

2.2 Community Survey

The Community Survey has been used where possible. The Community Survey captured responses from three groups: existing users (who were surveyed whilst parking); interested users (individuals who took the time to make a response voluntarily to the City); potential users (individuals called by the City who are within a 10 km radius to the City). For the purposes of calculating economic benefits, the responses from potential users are discounted because these individuals may not use parking in Joondalup whereas the existing and interested are much more likely to use parking and provide additional economic benefits.

The Community Survey was also used to refer to the reasons for visiting Joondalup, which were broken into 11 reasons. The first reason "Work (in the Joondalup City Centre)" has been excluded from the models as there would be considered to be increased frequency or duration of staying in Joondalup from workers.

2.3 Models

There are 4 models explained in this report:

1. Additional time and money spent by existing users – 30-minute free parking
2. Additional time and money spent by existing users – 60-minute free parking
3. New time and money spent by new users – 30-minute free parking
4. New time and money spent by new users – 60-minute free parking

Models 1 and 2 are identical except for some of the inputs, so more explanation will be provided for Model 1 and then just the summary tables provided for Model 2. Likewise, Models 3 and 4 are identical so again more explanation provided for Model 3 than 4.

2.4 Overview Models 1 & 2 – Additional Time by Existing Users

The first two models are based on the premise that EXISTING parking users may want to stay in the City Centre longer than they currently do and therefore spend more money. It may be tenuous to suggest that there is a direct economic benefit by providing an element of free parking, but 52% of Existing and Interested users of the Community Survey indicated a likelihood of staying longer.

It is of course impossible to forecast exactly how much extra time people would stay or how much extra they would spend, but nevertheless the models provide a range of possibilities. The first scenario is based on 30-minutes free parking and assumes that because there is 30-minute free parking that some (not all) users would use that free time as additional time in the City Centre. In other words if a user was going to spend 2 hours in the City Centre under current conditions, but once given 30 minutes free parking may spend 2.5 hours in the City

Centre. This is not universally applied for all users, there are a series of factors/adjustments to the analysis that will be explained.

The models calculate the potential ANNUAL benefits.

Model 1 assess impacts of 30-minutes free parking and Model 2 assess 60-minutes free parking.

2.5 Overview Models 3 & 4 – New Users

The premise with Model 3 (30-minutes free parking) and Model 4 (60-minutes free parking) is that free parking may attract new users to the City Centre who spend money in Joondalup that they would otherwise not have spent in Joondalup. Whilst again this may appear to be tenuous, there were many individuals within the community survey that indicated they avoid Joondalup completely because of paid parking. Care has to be taken here though, because there will be some suburbs (e.g. Sorrento coastal strip), where there would of course be no inference that people would be attracted to Joondalup City Centre because of free parking rather than having a coffee on the coast.

2.6 Additional Piece of Data Only

The outputs of the economic benefits exercise have to be taken with care. The impacts have several assumptions that collectively make this a very uncertain exercise. The impacts can only be considered as one piece of data that may help to inform the overall decision, and the economic benefits by themselves cannot be taken in isolation to make a recommendation.

3 MODEL 1 – ADDITIONAL TIME - 30 MINUTE FREE PARKING

3.1 Key Assumptions

Section 1 of the model captures the global assumptions that are applied for this 30-minute scenario. The model assumes that on average there may be a 16% increase on time spent in the City Centre by 776,836 casual users.

Section 1) Key Assumptions					
		%	Mins	Tickets	Notes
A Free Paid Parking Period	Select either 30 mins or 60 mins		30		
B Likelihood of staying in City longer	% from Community Survey	52%			
Reduce this factor if desired	% Manual Input to reduce factor above	(33%)			
Revised Likelihood for staying in City longer	% Likelihood less reduction factor	35%			
C Increased time per Casual User	Free Period (A) x Likelihood (B) of staying longer		10		
D Current Average Time Spent per Casual User	Mins		67		
E Increased time as % of Current Time Spent	(C) as a % of (D)	16%			
F Total Tickets per year	Total Transactions from Ticket Machines +RPCP			982,589	
less All-Day Transactions	assume that users would not stay longer			(205,753)	
Remaining number of transactions that may stay longer				776,836	

3.2 Reasons for Visiting Joondalup

The table below derives from the Community Survey. The first 2 columns are the types of the reasons given by Existing and Interested parties. The columns at the right then break down the 776,836 casual transactions (from Section 1) into the 10 individual reasons. Note that individuals were able to provide more than one reason.

Section 2) Reasons for Visiting Joondalup	Community Survey			Transactions split by Reasons	
	Existing	Interested	Total	% based on Reasons	Trans actions
	Reasons	Reasons	Reasons		
1 Commuting/travelling	7	87	94	3%	21,955
2 Shopping	46	762	808	24%	188,720
3 Restaurants, Cafes, Pubs or Bars	32	547	579	17%	135,234
4 Event, movies, show	1	338	339	10%	79,178
5 Visiting friends or family	6	112	118	4%	27,561
6 Education or Training	5	81	86	3%	20,087
7 Medical Appointment	103	495	598	18%	139,672
8 Financial, Insurance or Real Estate Services	36	121	157	5%	36,670
9 Government Services	74	352	426	13%	99,499
10 Other	11	110	121	4%	28,261
Total	321	3,005	3,326	100%	776,836

Notes

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3.3 Estimated Additional Spend

The final part of the model then makes an arbitrary estimate of the additional spend in the City based on the different reasons and the increased time. The first table below firstly takes the increased time that was calculated in Section 1 (16%), but then allows an arbitrary adjustment if it is felt that there would not be increased time or money spent for a particular reason. For example, with line 6 it is assumed that most visitors to the city for education or training, are here for just that, and would not necessarily spend more time or money just because of 30-minute free parking, so their factor has been reduced by 80% to 3%.

Section 3) Part 1 Estimated Additional Spend	Spend per Visit		
	Increased Time (Std)	Reduction Factor	Increased Time (Revised)
	%	%	%
1 Commuting/travelling	16%	(100%)	
2 Shopping	16%	(50%)	8%
3 Restaurants, Cafes, Pubs or Bars	16%		16%
4 Event, movies, show	16%	(50%)	8%
5 Visiting friends or family	16%	(50%)	8%
6 Education or Training	16%	(80%)	3%
7 Medical Appointment	16%	(100%)	
8 Financial, Insurance or Real Estate Services	16%	(50%)	8%
9 Government Services	16%	(100%)	
10 Other	16%		16%
Total			

Notes 8 9 10

The final part of the model then evaluates the potential additional spend. This is done in 2 steps. The first part of the calculation to the left is an arbitrary estimate of how much average spend per user makes for each type of reason, this is shown as a Minimum / Medium / Maximum, so perhaps someone visiting a restaurant/café/pub/bar spends on average between \$20 and \$60. The second part of the calculation to the right is the overall increased expenditure in the City Centre for each type of reason. This is calculated by multiplying the reasons in Section 2 with the increased time spent (table above) with the average spend e.g. the minimum benefit of \$432,749 for Line 3 is calculated as 135,324 current casual user's x increase of 16% x \$20.

Section 3) Part 2 Estimated Additional Spend	Spend per Visit			Increased Spend		
	Min	Med	Max	Min	Med	Max
	\$	\$	\$	\$	\$	\$
1 Commuting/travelling		\$5	\$10			
2 Shopping	\$20	\$110	\$200	\$301,952	\$1,660,738	\$3,019,524
3 Restaurants, Cafes, Pubs or Bars	\$20	\$40	\$60	\$432,749	\$865,497	\$1,298,246
4 Event, movies, show	\$30	\$50	\$70	\$190,028	\$316,714	\$443,399
5 Visiting friends or family		\$5	\$10		\$11,024	\$22,049
6 Education or Training		\$3	\$5		\$1,607	\$3,214
7 Medical Appointment		\$150	\$300			
8 Financial, Insurance or Real Estate Services		\$150	\$300		\$440,036	\$880,072
9 Government Services		\$3	\$5			
10 Other		\$3	\$5		\$11,305	\$22,609
Total				\$924,729	\$3,306,920	\$5,689,111

Notes 7 7 7 11 11 11

3.4 Notes for Model 1 and 2

Most of the items in the tables above have a reference to a note, listed below

1 Free Paid Parking Period	This cell can be changed to 30 mins, 60 mins, or any value and it will update all the rest of the results
2 Likelihood of staying in City longer	Page 36 to 37 of the Community Survey Report - Likely or Very Likely to stay longer. The 52% is the weighted average of Group 1 (Existing Paid Parking Users) and Group 3 (Interested community members). Group 2 (potential - telephone survey) are discounted because it is much more uncertain whether they are users of car parks of Joondalup City Centre anyway
3 Reduce this factor if desired	Just because 52% say they are Likely or Very Likely to stay longer does not automatically mean that 52% would stay longer. This cell therefore allows a discount to be applied to the likelihood so that it is not overstated
4 Total Tickets per year	Source = Financial Evaluation Attachment 4
5 Community Survey - Existing / Interested	Source = Community Survey Report, Page 18 & Page 20
6 Transactions split by Reasons	The total casual transactions (as calculated in Item F) are then spread by reason, based on the % age allocation of the reasons
7 Spend per Visit	Arbitrary estimate of the spend per type of visit. The wide range indicates the uncertainty. Some reasons (e.g. Education) are assumed to attract a very low value per spend as visitors will be like employees and minimising their spend and just doing what they need to do
8 Increased Time (Std)	This derives from Section E of the Key Assumptions and is the average % increase in time based on the overall assumptions. This is used as the initial starting point in estimating additional spend
9 Reduction Factor	This allows a reduction factor to be assumed, if we think that some reasons will not spend anything extra at all
10 Increased Time (Revised)	This is the revised % increase which is Note 8 x Note 9
11 Increased Spend	Item 10 is multiplied with Item 7 the spend per visit

4 MODEL 2 – ADDITIONAL TIME - 60 MINUTE FREE PARKING

4.1 Key Assumptions

Most of the assumptions in Section 1 of the model are the same as Model 1, except it relates to 60-minute free parking and therefore the extra time spent may be more than the 30-minute scenario.

Section 1) Key Assumptions

%

Mins

Tickets

Notes

A Free Paid Parking Period

Select either 30 mins or 60 mins

60

B Likelihood of staying in City longer

% from Community Survey

52%

Reduce this factor if desired

% Manual Input to reduce factor above

(33%)

Revised Likelihood for staying in City longer

% Likelihood less reduction factor

35%

C Increased time per Casual User

Free Period (A) x Likelihood (B) of staying longer

21

D Current Average Time Spent per Casual User

Mins

67

E Increased time as % of Current Time Spent

(C) as a % of (D)

31%

F Total Tickets per year

Total Transactions from Ticket Machines +RPCP

982,589

less All-Day Transactions

assume that users would not stay longer

(205,753)

Remaining number of transactions that may stay longer

776,836

4.2 Estimated Additional Spend

The table below shows the potential additional spend for this scenario. Note that the other assumptions that go into this calculation (reasons for visiting Joondalup and average spend per reason) are the same as Model 1.

Section 3) Estimated Additional Spend	Spend per Visit			Increased Spend		
	Increased Time (Std)	Reduction Factor	Increased Time (Revised)	Min	Med	Max
	%	%	%	\$	\$	\$
1 Commuting/travelling	31%	(100%)				
2 Shopping	31%	(50%)	16%	\$585,033	\$3,217,680	\$5,850,327
3 Restaurants, Cafes, Pubs or Bars	31%		31%	\$838,450	\$1,676,901	\$2,515,351
4 Event, movies, show	31%	(50%)	16%	\$368,180	\$613,633	\$859,086
5 Visiting friends or family	31%	(50%)	16%		\$21,359	\$42,719
6 Education or Training	31%	(80%)	6%		\$3,113	\$6,227
7 Medical Appointment	31%	(100%)				
8 Financial, Insurance or Real Estate Services	31%	(50%)	16%		\$852,569	\$1,705,139
9 Government Services	31%	(100%)				
10 Other	31%		31%		\$21,903	\$43,805
Total				\$1,791,663	\$6,407,158	\$11,022,654

Notes 8 9 10 11 11 11

5 MODEL 3 – NEW USERS – 30 MINUTE FREE PARKING

5.1 Key Assumptions

The table below lists the key assumptions for this scenario. It is assumed that 30-minute free parking may increase the number of new users by 2.5%

Section 1) Key Assumptions			
		% Mins Tickets	Notes
A Free Paid Parking Period	Select either 30 mins or 60 mins	30	1
B Total Tickets per year	Total Transactions from Ticket Machines +RPCP	982,589	2
less All-Day Transactions	assume that users would not stay longer	(205,753)	2
Remaining number of transactions that may stay longer		776,836	
C Potential increase in New Users	% Arbitrary Estimate	2.5%	3
New Parking Users to the City Centre		19,421	3

5.2 New Transactions by Reason

The table below splits up the 19,421 reasons into the different reasons, based on the % split from the Community Survey.

Section 2) Reasons for Visiting Joondalup	Community Survey			Transactions split by Reasons	
	Existing Reasons	Interested Reasons	Total Reasons	% based on Reasons	Trans actions
1 Commuting/travelling	7	87	94	3%	549
2 Shopping	46	762	808	24%	4,718
3 Restaurants, Cafes, Pubs or Bars	32	547	579	17%	3,381
4 Event, movies, show	1	338	339	10%	1,979
5 Visiting friends or family	6	112	118	4%	689
6 Education or Training	5	81	86	3%	502
7 Medical Appointment	103	495	598	18%	3,492
8 Financial, Insurance or Real Estate S	36	121	157	5%	917
9 Government Services	74	352	426	13%	2,487
10 Other	11	110	121	4%	707
Total	321	3,005	3,326	100%	19,421

Notes

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5.3 New Spend by New Users

The table below firstly evaluates the new users and reduces them if it is felt that in some cases (e.g. Education or Training) there would not be any increase due to free parking. The section to the right then cashes up the revised new users by multiplying with the average spend per reason as listed in Section 3 e.g. \$67,617 for Line 3 is calculated as 3,381 new user's x \$20.

Section 3) Estimated Additional Spend	New Users			Increased Spend		
	Initial Spread	Reduce	Revised New Users	Min	Med	Max
	People	People	People	\$	\$	\$
Reason						
1 Commuting/travelling	549	(549)				
2 Shopping	4,718	(2,359)	2,359	\$47,180	\$259,490	\$471,801
3 Restaurants, Cafes, Pubs or Bars	3,381		3,381	\$67,617	\$135,234	\$202,851
4 Event, movies, show	1,979	(990)	990	\$29,692	\$49,487	\$69,281
5 Visiting friends or family	689	(345)	345		\$1,723	\$3,445
6 Education or Training	502	(402)	100		\$251	\$502
7 Medical Appointment	3,492	(3,492)				
8 Financial, Insurance or Real Estate S	917	(458)	458		\$68,756	\$137,511
9 Government Services	2,487	(2,487)				
10 Other	707		707		\$1,766	\$3,533
Total	19,421	(11,081)	8,339	\$144,489	\$516,706	\$888,924
	Notes	7	8	9	10	10

5.4 Notes for Model 3 and 4

- 1 **Free Paid Parking Period** Headline assumption. This has no impact on the rest of the calculations, although item 3 should refer to it
- 2 **Total Tickets per year** Source = Financial Evaluation Attachment 4
- 3 **Potential increase in New Users** Arbitrary Estimate of new patrons to the City Centre
- 4 **Community Survey - Existing / Interested** Source = Community Survey Report, Page 18 & Page 20
- 5 **Transactions split by Reasons** The total casual transactions (as calculated in Item F) are then spread by reason, based on the % age allocation of the reasons
- 6 **Spend per Visit** Arbitrary estimate of the spend per type of visit. The wide range indicates the uncertainty. Some reasons (e.g. Education) are assumed to attract a very low value per spend as visitors will be like employees and minimising their spend and just doing what they need to do
- 7 **Initial Spread** Same as Note 5
- 8 **Reduce** This allows a reduction factor to be assumed, if we think that some reasons will not spend anything extra at all
- 9 **Revised New Users** Item 7 and Item 8 combined
- 10 **Increased Spend** Spend per Visit x New Users

6 MODEL 4 – NEW USERS – 60 MINUTE FREE PARKING

6.1 Key Assumptions

For 60-minute free parking it is assumed a 5% increase in new users, so 38,842 new transactions.

Section 1) Key Assumptions			%	Mins	Tickets	Notes
A Free Paid Parking Period			Select either 30 mins or 60 mins			
				60		1
B Total Tickets per year			Total Transactions from Ticket Machines +RPCP			2
less All-Day Transactions			assume that users would not stay longer			2
Remaining number of transactions that may stay longer					982,589 (205,753) 776,836	
C Potential increase in New Users			% Arbitrary Estimate			3
New Parking Users to the City Centre				5.0%	38,842	3

6.2 New Transactions by Reason

The table below breaks down the 38,842 new transactions by reason:

Section 2) Reasons for Visiting Joondalup	Community Survey			Transactions split by Reasons	
	Existing People	Interested People	Total People	% based on People	Trans actions
1 Commuting/travelling	7	87	94	3%	1,098
2 Shopping	46	762	808	24%	9,436
3 Restaurants, Cafes, Pubs or Bars	32	547	579	17%	6,762
4 Event, movies, show	1	338	339	10%	3,959
5 Visiting friends or family	6	112	118	4%	1,378
6 Education or Training	5	81	86	3%	1,004
7 Medical Appointment	103	495	598	18%	6,984
8 Financial, Insurance or Real Estate Services	36	121	157	5%	1,833
9 Government Services	74	352	426	13%	4,975
10 Other	11	110	121	4%	1,413
Total	321	3,005	3,326	100%	38,842

Notes

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6.3 New Spend by New Users

The table below then calculates the potential new spend from new users for 60-minute paid parking.

Section 3) Estimated Additional Spend Reason	New Users			Increased Spend		
	Initial Spread	Reduce	Revised New Users	Min	Med	Max
	People	People	People	\$	\$	\$
1 Commuting/travelling	1,098	(1,098)				
2 Shopping	9,436	(4,718)	4,718	\$94,360	\$518,981	\$943,601
3 Restaurants, Cafes, Pubs or Bars	6,762		6,762	\$135,234	\$270,468	\$405,702
4 Event, movies, show	3,959	(1,979)	1,979	\$59,384	\$98,973	\$138,562
5 Visiting friends or family	1,378	(689)	689		\$3,445	\$6,890
6 Education or Training	1,004	(803)	201		\$502	\$1,004
7 Medical Appointment	6,984	(6,984)				
8 Financial, Insurance or Real Estate Services	1,833	(917)	917		\$137,511	\$275,022
9 Government Services	4,975	(4,975)				
10 Other	1,413		1,413		\$3,533	\$7,065
Total	38,842	(22,163)	16,679	\$288,978	\$1,033,413	\$1,777,847
	Notes	7	8	9	10	10

7 SUMMARY

7.1 Total Potential Benefits

The table below summarises the potential annual benefits of all 4 models. This indicates that:

- 30-minute free parking may have a benefit of between \$1.1m and \$6.6m
- 60-minute free parking may have a benefit of between \$2.1m and \$12.8m

The range of outcomes is extremely wide and uncertain. The disparity is caused by the uncertainty of the average spend per reason, and the uncertainty of extra time or extra users. There are other sensitivities that could have been applied to the analysis but the range is wide enough as it is.

The other issue with these benefits is that they are impossible to verify, as opposed to the financial impacts to the City which will be verified by comparing the accounts from one year to the next. However, there are steps that the City could take to assess the benefits of free parking - a follow up survey could be undertaken 1 or 2 years after implementation to ask users (and businesses) whether there has been increased activity and where possible to specify the additional benefit.

30 Minutes Free Parking			Potential Benefits per Year		
			<i>Min</i>	<i>Med</i>	<i>Max</i>
Model 1	Existing Users	Additional Spend in City	\$924,729	\$3,306,920	\$5,689,111
Model 2	New Users	New Spend in City	\$144,489	\$516,706	\$888,924
Total			\$1,069,218	\$3,823,627	\$6,578,035

60 Minutes Free Parking			Potential Benefits per Year		
			<i>Min</i>	<i>Med</i>	<i>Max</i>
Model 1	Existing Users	Additional Spend in City	\$1,791,663	\$6,407,158	\$11,022,654
Model 2	New Users	New Spend in City	\$288,978	\$1,033,413	\$1,777,847
Total			\$2,080,641	\$7,440,571	\$12,800,501

7.2 Comments

Key Comments about the economic benefit analysis

- Economic benefit is likely. Despite the huge uncertainty with these projections, it is likely that there would be some form of economic benefit to the City Centre with free parking, this much is indicated by the strong likelihood in the survey that users would stay longer. However just because someone indicated in a survey that they are likely to stay longer does not necessarily mean that they will.
- Capacity for increased utilisation. There are some hotspots of high or full utilisation in the City Centre but for the most part there is spare capacity, so this further supports the likelihood of economic benefit.
- Lakeside Shopping Centre - the City Centre cannot consider that it is in direct competition with Lakeside, and just because there may be an element of free parking would entice a large number of users from Lakeside to the City Centre. Indeed there is 4 hours of free parking at Lakeside so in that respect there is no competition. However, there are many comments in the survey which have mentioned that the City Centre is completely avoided because of paid parking and that Lakeside is used instead because of free parking, and

that if paid parking was not in place (or at least an element of free parking) the user would be more likely to use the City Centre.

- Joondalup City Centre is much more of a destination (i.e. specified medical appointment), than a browsing area, so in many cases free parking time is unlikely to result in any economic benefit to businesses. Where possible this factor has been included in the analysis by reducing specific reasons.
- Existing churn. The analysis only focuses on the benefits of free parking but does not consider the opportunity cost of the existing regime, where the time restrictions and paid parking encourage churn and are intended to increase activity for business. So there could be an economic loss in some areas with free parking.
- Increasing hourly fees – some of the options in the financial evaluation (Attachment 4) have considered increasing hourly fees for the period after free parking to make up for the loss. In those circumstances the economic benefits (if any) would be different. In other words, the models explained in this report can probably only really relate to the straightforward scenarios of providing either 30-minute or 60-minute free parking without any changes to the rates.
- Businesses who are not currently located in Joondalup City Centre may potentially be attracted to operate from Joondalup with an element of free parking, but no attempt has been made to quantify this potential benefit.



Project Name	Free Parking Evaluation
Report	Financial evaluation
Project Sponsor	Director Corporate Services
Project Manager	Manager Rangers Parking Community Services
HP Records	INT19/27745

VERSION CONTROL

	Date	Author	Details
1	13 June 2019	SFA	First Draft to DCS, MRPCS, CPS
2	17 June 2019	SFA	Calculations refined to take account of FBT capping
3	20 June 2019	SFA	Changes following meeting with DCS 17 June 2019
4	23 July 2019	SFA	Changes from DCS mark-up
5	26 July 2019	SFA	Alignment with 20 Year SFP
6	08 Nov 2019	SFA	Additional scenarios requested at Strategy

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1. INTRODUCTION AND BACKGROUND

1.1 Purpose of report

This report is an attachment to the report to Council to evaluate the impacts of free parking as per the resolutions from report CJ170-10/18. This report covers the financial impacts only. The resolution requested the City to evaluate the impacts of 30-minutes Free Parking, but there were so many comments received about having 60-minutes free parking this option has also been analysed.

1.2 Contents of Financial Evaluation Report

- Data
- Options evaluated (primary options)
- Impacts
- Commentary on overall city financials
- Sensitivity analysis and other options

1.3 Out of scope

The following is out of scope for this attachment:

- Community & Business Survey – this is covered in Attachment 1a, 1b and 2
- Economic Impact Assessment – Attachment 3
- Overall Recommendation, this will be made in the main report.

1.4 20 Year Strategic Financial Plan (SFP)

The SFP is the primary tool used to forecast long-term financial sustainability. The annual update of the SFP has now been completed for 2019, and is now going through the review process. The 2019 SFP uses the 2019-20 budget as the baseline. Neither the 19-20 Budget or the future projections in the SFP have assumed any impact of providing free parking and therefore if this was provided then this may have an impact on the projections and potentially achievement of financial performance targets. This will be subject to more comment within the report.

1.5 Disclaimer

This report does not contend that the financial projections will come to pass exactly as stated. The actual impacts will vary due to one or more the following:

- Visitors and usage of parking
- Timing of change

1.6 Data

Data will either be shown in dollars (\$) or thousands ('\$k') or millions (\$ms) depending on the size of the values being referred to. All financial tables will be clearly labelled to designate the format.

2 DATA

2.1 2017-18 Ticket Data All Zones, except RPCP

To evaluate the potential impacts of free parking, it is best to have a full year's worth of individual ticket transactions to analyse, so the last full financial year is 2017-18. Data has been obtained for all zones, except Reid Promenade Car Park (RPCP) which will be explained later. The data has the following features/contents:

- 866,768 transactions have been obtained. It is necessary to calculate the impacts using individual tickets, rather than high-level calculations, because the impacts of providing 30-minutes free parking or 60-minutes free parking can be different for each individual transaction:
- Total income shown on the data set for 866,768 transactions is \$2,214k which is close enough to the values shown in the ledgers for that year of \$2,187k. The difference of \$27k is minor taking account of the large dataset and will be due to several factors (accruals, timing of data set)
- Each transaction shows the parking machine (terminal) used to buy the ticket, the zone that machine is in, the date and time of purchase, the amount paid and the method of payment (card or coin)
- Income and Transactions for the Boat Harbour are then removed from the data set, as these are outside the scope of the Free Parking Analysis. There are 12,616 Ocean Reef Boat Harbour transactions so the remaining data set has 854,154 tickets.

2.2 Bringing the 2017-18 data up to 2019-20 Prices

As mentioned earlier the financial analysis needs to calculate the impacts of each option on the 2019-20 budget, as this is the first year that could potentially be affected by a change in parking. The first series of calculations on the data is to uplift each of the individual transactions to 2019-20 fees, there are several steps to this as follows:

- Hourly fee - Firstly the hourly fee for each transaction for each year is identified. For example, a ticket purchased in P2 McLarty Avenue Car Park would have had an hourly fee of \$1.60 in 2017-18 but in 2019-20 the fee is \$2.00, as there has been a \$0.20 increase in 2018-19 and a proposed \$0.20 increase in 2019-20
- Minutes calculated for each transaction. A ticket bought in 2017-18 for \$4.00 is 2.5 times the Hourly fee of \$1.60 is therefore 150 minutes.
- Purchase Amount increased to 2019-20. For the same duration in 2019-20 of 2.5 hours' x \$2.00 the ticket price would be \$5.00

2.3 Limitations of the Data / Assumptions

There are several limitations of the data and calculations, so the impacts shown for each option cannot be assumed to be the exact impacts. The limitations are:

- 2017-18 Data: The analysis is assuming that all of the transactions purchased in 2017-18 would be the same transactions in 2019-20. This of course will not be the case. The usage in 2019-20 will be different for any number of reasons e.g. the user who purchased 2.5 hours' worth in McLarty P2 Car Park may only want 2 hours' worth for the same transaction in 2019-20. Or it could be that the user was attending a medical appointment in 2017-18 but does not have the same appointment in 2019-20.
- Overpayment: The other limitation with the data is the level of overpayment that may be inherent within many of the individual ticket transactions. It is all very well equating a \$4 ticket to 2.5 hours of usage but it may be that the user only had \$4 change (the machines

do not give change), and the user only wanted to stay for 1.5 or 2 hours. So the ticket data is not necessarily an accurate measure of utilisation (in terms of time used) at parking bays. The overpayment has been eliminated for Zones 2 and 3, this will be explained in the calculations section, but the overpayment assumptions continue for all other zones in the model.

- **Fee Increases:** There is also the possibility that the fees charged by the City have an influence on the use of car parks i.e. in extreme cases a user who came to the City in 2017-18 and was content to pay \$4 for 2.5 hours is no longer willing to pay \$5.
- **Full Year:** The analysis shows the full-year impacts for 2019-20 but the report may not be reviewed until July or later so if there were changes in 2019-20 it would not be a full-year impact.

Despite the thousands of different reasons why the ticket data and income for 2019-20 will be different, it is still a worthwhile exercise evaluating individual ticket data from the 2017-18, because each individual data can be analysed in terms of 30-minutes or 60-minutes free parking, and a calculation of how much they would have to pay for the rest of their stay.

2.4 RPCP Data

The usage for the RPCP is now completely different to the usage in 2017-18 so there is no point in referring to 2017-18 data. A list of all transactions for May 2019 has been obtained and is assumed to be a reasonable representation of a full year 2019-20.

2.5 Zones

Paid Parking is broken into 13 zones, each of which is different due to one of the following:

- **Inner City Centre or Outer City Centre.** Inner City Centre for the purposes of paid parking is defined as the rectangular area bordered by Boas Avenue, Lakeside Drive, Shenton Avenue and McLarty Avenue
- **On-street or Off-Street.** Each of the off-street car parks have a designation beginning with either "P" (Permanent, which means City freehold land) or "T" (not city land, or the car park may have its use changed in future e.g. office development)
- **Short-term or Long-term / Restrictions.** Each car park has a specific restriction (e.g. no more than 30-minutes, 60-minutes or 2 hours), or no restriction. Zones have been given restrictions to encourage churn to ensure equitable use for users to frequent businesses

The table below lists all of the paid parking areas in the City and their key features. The table also indicates those zones where the Daily fee is capped due to Fringe Benefits Tax (FBT), this will be explained in more detail in Section 5.

<u>Zones</u>						<i>FBT Cap</i>
Zone	Inner / Outer	On / Off Street	Car Park Ref	S/T or L/T	Restric tion	
RPCP	Inner	Off	RPCP	L/T		
<u>City Centre Short-Term</u>						
Zone 1	Inner	On		S/T	2 hours	
Zone 2	Inner	On		S/T	1 hour	
Zone 3	Inner	On		S/T	30 mins	
Zone 7	Inner	Off	P2	S/T		
Zone 10	Inner	Off	T1	S/T		
<u>Remaining Zones</u>						
Zone 4	Inner	On		L/T		Yes
Zone 5	Outer	On		L/T		
Zone 6	Inner	Off	P1	L/T		Yes
Zone 9	Inner	Off	P4	L/T		Yes
Zone 11	Outer	Off	T3	L/T		
Zone 12	Inner	Off	P8	L/T		Yes
Zone 15	Outer	Off	P9	L/T		Yes

3 BACKGROUND INFORMATION

3.1 Transactions by Time Bands

The individual transaction data allows a wealth of different information/stats to be produced, for example the table below groups transactions into a time band and shows the pattern of usage (based on the purchase price of each ticket):

- 16% of tickets are for 30-minutes or less
- 48% of tickets are for 60-minutes or less, but in the City Centre (where most of the income is realised) is approximately 63%

Tickets by Time Band						Short Term				Long Stay			Total
Zone	Inner/ Outer	On / Off Street	Car Park Ref	S/T or L/T	Restric tion	up to 30 mins	0.5 to 1.0 hour	1.0 to 1.5 hours	1.5 to 2.0 hours	2 to 4 hours	4 to 6 hours	over 6 hours	
RPCP	Inner	Off	RPCP	L/T		1,043	2,337	2,293	1,587	5,022	4,685	111,739	128,707
City Centre Short-Term													
Zone 1	Inner	On		S/T	2 hours	30,988	75,845	87,801	41,478	14,332	1		250,445
Zone 2	Inner	On		S/T	1 hour	47,323	173,125						220,448
Zone 3	Inner	On		S/T	30 mins	54,926							54,926
Zone 7	Inner	Off	P2	S/T		8,110	20,297	21,159	13,565	10,518	2,056	2,100	77,805
Zone 10	Inner	Off	T1	S/T		10,031	34,757	37,657	20,675	12,646	3,167	2,143	121,076
City Centre Short Term Total						151,378	304,024	146,617	75,718	37,496	5,224	4,243	724,700
Remaining Zones													
Zone 4	Inner	On		L/T		1,390	3,571	3,673	1,278	2,706	16,208	323	29,149
Zone 5	Outer	On		L/T		436	1,359	650	1,706	3,172	6,847	131	14,301
Zone 6	Inner	Off	P1	L/T		1,499	4,256	5,080	2,320	4,902	21,249	1,357	40,663
Zone 9	Inner	Off	P4	L/T		402	1,803	1,704	800	1,389	11,486	531	18,115
Zone 11	Outer	Off	T3	L/T		79	559	210	943	916	7,018	292	10,017
Zone 12	Inner	Off	P8	L/T		77	181	136	49	55	139		637
Zone 15	Outer	Off	P9	L/T		153	375	559	263	939	13,324	957	16,570
Total						156,457	318,465	160,922	84,664	56,597	86,180	119,573	982,859
% of Total						16%	32%	16%	9%	6%	9%	12%	100%

3.2 Income by Time Bands

The table below then shows the potential income for 2019-20 for each of the zones in different time bands with no element of free parking which will be covered later in the report.

Note that the table below has been calculated using the 2017-18 individual transactions for all zones except RPCP, and then bringing up to 2019-20 fees. The income also takes account of Fringe Benefits Tax (FBT) caps which will be explained in next section.

19-20 Revenue by Time Band						Short Term				Long Stay			Total
Zone	Inner/ Outer	On / Off Street	Car Park Ref	S/T or L/T	Restric tion	up to 30 mins	0.5 to 1.0 hour	1.0 to 1.5 hours	1.5 to 2.0 hours	2 to 4 hours	4 to 6 hours	over 6 hours	
RPCP						\$723	\$3,492	\$5,402	\$5,157	\$27,337	\$40,348	\$922,868	\$1,005,327
City Centre Short-Term													
Zone 1	Inner	On		S/T	2 hours	\$24,871	\$135,023	\$231,608	\$170,365	\$70,748	\$10		\$632,625
Zone 2	Inner	On		S/T	1 hour	\$35,357	\$346,397						\$381,754
Zone 3	Inner	On		S/T	30 mins	\$54,009							\$54,009
Zone 7	Inner	Off	P2	S/T		\$5,935	\$34,307	\$53,509	\$51,181	\$59,719	\$20,741	\$34,582	\$259,973
Zone 10	Inner	Off	T1	S/T		\$7,580	\$60,567	\$95,472	\$78,033	\$70,305	\$30,431	\$34,319	\$376,708
City Centre Short Term Total						\$127,752	\$576,295	\$380,589	\$299,580	\$200,771	\$51,182	\$68,901	\$1,705,070
Remaining Zones													
Zone 4	Inner	On		L/T		\$921	\$5,603	\$9,002	\$4,314	\$13,980	\$143,893	\$9,113	\$186,825
Zone 5	Outer	On		L/T		\$211	\$1,575	\$1,078	\$4,036	\$12,290	\$41,105	\$3,184	\$63,479
Zone 6	Inner	Off	P1	L/T		\$1,042	\$6,777	\$12,513	\$7,920	\$25,337	\$188,462	\$44,125	\$286,177
Zone 9	Inner	Off	P4	L/T		\$277	\$2,887	\$4,184	\$2,735	\$7,295	\$101,995	\$14,734	\$134,107
Zone 11	Outer	Off	T3	L/T		\$37	\$658	\$340	\$2,249	\$3,554	\$42,250	\$7,009	\$56,096
Zone 12	Inner	Off	P8	L/T		\$52	\$283	\$333	\$168	\$283	\$1,227		\$2,345
Zone 15	Outer	Off	P9	L/T		\$96	\$582	\$1,390	\$894	\$5,229	\$118,332	\$26,988	\$153,512
Total Revenue						\$131,111	\$598,151	\$414,832	\$327,052	\$296,075	\$728,793	\$1,096,922	\$3,592,936
% of Total						4%	17%	12%	9%	8%	20%	31%	100%
Average per Ticket						\$0.84	\$1.88	\$2.58	\$3.86	\$5.23	\$8.46	\$9.17	\$3.66

3.3 Current Statistics

The table below pulls together the information from the previous 2 tables and summarises the overall revenue, transactions, time and average time for each zone. This shows that the average time of each ticket in the City Centre Short-Term is 66 minutes, but for the most of the other zones is over 200 minutes.

Zone Summary						Ticket Count (17-18)	19-20 Revenue			Time Spent	
Zone	Inner/ Outer	On / Off Street	Car Park Ref	S/T or L/T	Restric tion	Qty	Est \$	% of Total %	Av Ticket Price \$	Total Time Mins	Average Time Mins
RPCP						128,707	\$1,005,327	28%	\$7.81	33,463,696	260
City Centre Short-Term											
Zone 1	Inner	On		S/T	2 hours	250,445	\$632,625	18%	\$2.53	16,995,729	68
Zone 2	Inner	On		S/T	1 hour	220,448	\$381,754	11%	\$1.73	10,258,871	47
Zone 3	Inner	On		S/T	30 mins	54,926	\$54,009	2%	\$0.98	1,451,474	26
Zone 7	Inner	Off	P2	S/T		77,805	\$259,973	7%	\$3.34	7,759,698	100
Zone 10	Inner	Off	T1	S/T		121,076	\$376,708	10%	\$3.11	11,245,113	93
City Centre Short Term Total						724,700	\$1,705,070	47%	\$2.35	47,710,885	66
Remaining Zones											
Zone 4	Inner	On		L/T		29,149	\$186,825	5%	\$6.41	6,305,362	216
Zone 5	Outer	On		L/T		14,301	\$63,479	2%	\$4.44	3,170,263	222
Zone 6	Inner	Off	P1	L/T		40,663	\$286,177	8%	\$7.04	9,698,215	239
Zone 9	Inner	Off	P4	L/T		18,115	\$134,107	4%	\$7.40	4,569,521	252
Zone 11	Outer	Off	T3	L/T		10,017	\$56,096	2%	\$5.60	2,802,929	280
Zone 12	Inner	Off	P8	L/T		637	\$2,345	0%	\$3.68	78,102	123
Zone 15	Outer	Off	P9	L/T		16,570	\$153,512	4%	\$9.26	5,268,597	318
Total						982,859	\$3,592,936	100%	\$3.66	113,067,570	115

4 OPTIONS

4.1 12 Primary Options Evaluated

Option 1 is the Do Nothing option. There are then 12 primary Options that are evaluated, there are other secondary options considered at the end of the report. Each of the primary options has one of the following features.

- City Centre short-term (Option 2) or Any Zone (Option 3) or RPCP only (Option 4)
- 30-minutes free parking or 60-minutes free parking
- No change to 2019-20 fees or increase the remaining purchase value to make up for some of the lost income. This is explained in the next paragraph.

The tables below summarise the 12 options:

2) City Centre Short-Term (Zones 1,2,3,7,10)	Free Parking		Hourly Rates	
	30 mins	60 mins	No Change to Fees	Increase Fees to recover more
2a FP 30 mins - No Change to Fees	✓		✓	
2b FP 60 mins - No Change to Fees		✓	✓	
2c FP 30 mins - Increase Fees to recover more	✓			✓
2d FP 60 mins - Increase Fees to recover more		✓		✓

3) All Zones	Free Parking		Hourly Rates	
	30 mins	60 mins	No Change	Increase Fees to recover more
3a FP 30 mins - No Change to Fees	✓		✓	
3b FP 60 mins - No Change to Fees		✓	✓	
3c FP 30 mins - Increase Fees to recover more	✓			✓
3d FP 60 mins - Increase Fees to recover more		✓		✓

4) RPCP	Free Parking		Hourly Rates	
	30 mins	60 mins	No Change	Increase Fees to recover more
4a FP 30 mins - No Change to Fees	✓		✓	
4b FP 60 mins - No Change to Fees		✓	✓	
4c FP 30 mins - Increase Fees to recover more	✓			✓
4d FP 60 mins - Increase Fees to recover more		✓		✓

4.2 Increasing Hourly fees to Recover Some of the Lost Income

Options 2c/2d/3c/3d/4c/4d all consider providing an element of free parking (either 30-minutes or 60-minutes) but then increasing the hourly fee that would apply to the remaining time. There are 2 variations applied:

- 30-minutes free – hourly fee for remaining time increased by 25%
- 60-minutes free – hourly fee for remaining time increased by 50%

The 25% and 50% increases are used so that the financial impacts to the City are not as severe as just providing free parking.

4.3 Fringe Benefits Tax (FBT)

The ATO set a threshold each year for FBT Daily Car Park Use, the fee set for 2019-20 is \$8.95 so the City has capped the daily fee at \$8.90 for Zones 4, 6, 9, 12 and 15. This cap becomes a limiting factor for the options that consider increasing the hourly fee by either 25% or 50% to make up for some of the lost income from free parking (Options 2c, 2d, 3c, 3d, 4c, 4d). The model has taken account of this cap, and will be included in one of the illustrations in the next section.

4.4 Hourly and Daily Fees Applied for each Option

The table below lists the hourly fees that are applied for each of the options. This begins firstly with the 2017-18 rates, the 2019-20 fees and then the increases that could apply to remaining purchase time after the free period of paid parking. The table also shows those zones where a cap of \$8.90 is applied due to FBT.

<u>Parking Fees for Each Option</u>					17-18 Hourly Fees	<u>19-20 Fees</u>				<u>30 minutes FP</u> - Increase fees to <u>recover</u>		<u>60 minutes FP</u> - Increase fees to <u>recover</u>	
Inner/ Outer	On / Off Street	Car Park Ref	S/T or L/T	Restric tinos		<i>Option 1,2a,2b,3a,3b,4a,4b</i>				<i>Option 2c,3c,4c</i>		<i>Option 2d,3d,4d</i>	
						<i>Hourly Fee</i>	<i>Mul tiple</i>	<i>Daily</i>	<i>FBT Cap</i>	<i>%</i>	<i>Hourly Fee</i>	<i>%</i>	<i>Hourly Fee</i>
RPCP	Inner	Off	RPCP	L/T	\$1.40	\$1.80	5.5	\$9.90		25%	\$2.30	50%	\$2.70
<u>City Centre Short-Term</u>													
Zone 1	Inner	On		S/T 2 hours	\$1.80	\$2.20				25%	\$2.80	50%	\$3.30
Zone 2	Inner	On		S/T 1 hour	\$1.80	\$2.20				25%	\$2.80	50%	\$3.30
Zone 3	Inner	On		S/T 30 mins	\$1.80	\$2.20				25%	\$2.80	50%	\$3.30
Zone 7	Inner	Off	P2	S/T	\$1.60	\$2.00				25%	\$2.50	50%	\$3.00
Zone 10	Inner	Off	T1	S/T	\$1.60	\$2.00				25%	\$2.50	50%	\$3.00
<u>Remaining Zones</u>													
Zone 4	Inner	On		L/T	\$1.40	\$1.80	5	\$9.00	\$8.90	25%	\$2.30	50%	\$2.70
Zone 5	Outer	On		L/T	\$1.00	\$1.20	5	\$6.00		25%	\$1.50	50%	\$1.80
Zone 6	Inner	Off	P1	L/T	\$1.40	\$1.80	5	\$9.00	\$8.90	25%	\$2.30	50%	\$2.70
Zone 9	Inner	Off	P4	L/T	\$1.40	\$1.80	5	\$9.00	\$8.90	25%	\$2.30	50%	\$2.70
Zone 11	Outer	Off	T3	L/T	\$1.00	\$1.20	5	\$6.00		25%	\$1.50	50%	\$1.80
Zone 12	Inner	Off	P8	L/T	\$1.40	\$1.80	5	\$9.00	\$8.90	25%	\$2.30	50%	\$2.70
Zone 15	Outer	Off	P9	L/T	\$1.40	\$1.80	5	\$9.00	\$8.90	25%	\$2.30	50%	\$2.70

5 CALCULATIONS

5.1 Illustrations Provided and Overview

There are a large number of variations of how the free parking options could affect transactions and the different zones. It is therefore necessary to consider three illustrations, each of which are in a different zone:

- Illustration One is in Zone 1, which is short-stay (2 hour limitation) in the City Centre. This example is based on a 2-hour ticket purchase and shows that even where an attempt is made to recoup some of the lost income from free parking by increasing the hourly fee for the remaining period there is still an overall loss.
- Illustration Two is at Zone 7 which is the P2 McLarty Car Park between Boas Avenue and Reid Promenade. This illustration is based on a ticket purchase of 4 hours, and shows that the longer the ticket purchase is the more opportunity there is to make up for some of the loss of free parking if the hourly fees are increased. Indeed, where the hourly fees are increased there are many transactions which would cost more than they would have if there was no free parking.
- Illustration Three is in Zone 6 which is the P1 McLarty Car Park (further north at the Court/Police buildings). This car park provides daily fees and is therefore subject to caps to stay below the FBT threshold. This example would only form part of Option 3, not Option 2, as it is long-stay.

5.2 Illustration One – Zone 1 On-Street

Option		Ticket & Diff		Calculation
n/a	2017-18	\$3.60	n/a	2017-18 data used as starting point. The hourly fee in 2017-18 was \$1.80 so ticket covers 2 hours i.e. 120 mins
1	Option 1 – As Is	\$4.40	n/a	2017-18 data uplifted to 2019-20 prices, hourly fee of \$2.20. The value of \$4.40 is used as the baseline to calculate the differences for each option
2a	FP 30 mins - No Change to Fees	\$3.30	(\$1.10)	30-minutes free parking at \$2.20 per hour equates to \$1.10. The remaining 90 minutes are charged at \$2.20 per hour so \$3.30 for the ticket
2b	FP 60 mins - No Change to Fees	\$2.20	(\$2.20)	60-minutes free parking is \$2.20 per hour, the remaining 60-minutes charged at \$2.20
2c	FP 30 mins - 25% Increase fees to recover more	\$4.20	(\$0.20)	The user is allowed 30-minutes free parking but the remaining 90 minutes are charged at a higher rate. The hourly fee is increased by 25%, so the hourly fee is increased from \$2.20 to \$2.80 (rounded up to the nearest \$0.10). So the 90 minutes are charged at \$2.80 which means the ticket costs \$4.20
2d	FP 60 mins - 50% Increase fees to recover more	\$3.30	(\$1.10)	The user is allowed 60-minutes free parking but the remaining 60-minutes are charged at a higher rate. The hourly fee is increased by 50%, so the hourly fee becomes \$3.30 instead of \$2.20. So the 60-minutes are charged at \$3.30

5.3 Illustration Two – Zone 7 (P2 Car Park)

Option		Ticket & Diff		Calculation
n/a	2017-18	\$6.40	n/a	2017-18 ticket data used as starting point. This is 4 hours, at a fee of \$1.60 per hour
1	Option 1 – As Is	\$8.00	n/a	2017-18 data uplifted to 2019-20 prices, 4 hours x \$2.00 hourly fee = \$8.00 The value of \$5.00 is used as the baseline to calculate the differences for each option
2a	FP 30 mins - No Change to Fees	\$7.00	(\$1.00)	30-minutes free parking at \$2.00 per hour equates to \$1.00. The remaining 3.5 hours are charged at \$2.00 per hour so \$7.00 for the ticket
2b	FP 60 mins - No Change to Fees	\$6.00	(\$2.00)	1 hour free parking is \$2.00 per hour, the remaining 3 hours minutes is 3 times hourly fee of \$2.00 per hour so income of \$6.00
2c	FP 30 mins - 25% Increase fees to recover more	\$8.80	\$0.80	The user is allowed 30-minutes free parking but the remaining 3.5 hours' minutes are charged at a higher rate. The hourly fee is increased by 25%, so the hourly fee becomes \$2.50 instead of \$2.00. So the 3.5 hours are charged at \$2.50 which means the ticket should cost \$8.75, but rounded up to \$8.80 as it needs to be the nearest \$0.10
2d	FP 60 mins - 50% Increase fees to recover more	\$9.00	\$1.00	The user is allowed 60-minutes free parking but the remaining 3 hours at a higher rate. The hourly fee is increased by 50%, so the hourly fee becomes \$3.00 instead of \$2.00. So the 3 hours are charged at \$3.00 which means the ticket costs \$9.00

5.4 Illustration Three – Zone 6 (P1) Off-Street

Option		Ticket & Diff		Calculation
n/a	2017-18	\$7.00	n/a	2017-18 data used as starting point. The hourly fee in 2017-18 was \$1.40 so ticket covers 5 hours and is therefore a daily rate
1	Option 1 – As Is	\$8.90	n/a	2017-18 data uplifted to 2019-20 prices, hourly fee of \$1.80. Ideally this would have been charged at \$9.00 (5 x \$1.80) but the cap is \$8.90
3a	FP 30 mins - No Change to Fees	\$8.00	(\$0.90)	30-minutes free parking at \$1.80 per hour equates to \$0.90, so the revised Daily Fee is assumed to be \$8.00.
3b	FP 60 mins - No Change to Fees	\$7.10	(\$1.80)	60-minutes free parking is \$1.80 per hour, so the revised daily fee is assumed to be \$7.10.
3c	FP 30 mins - 25% Increase fees to recover more	\$8.90	\$0.0	The user is allowed 30-minutes free parking but the remaining 4.5 hours are initially intended to be charged at a higher rate. The hourly fee is increased by 25%, so the hourly fee is increased from \$1.80 to \$2.30 (rounded up to the nearest \$0.10). So the 4.5 hours would try and be charged at \$2.30 which ideally would have been \$10.40. However the cap is \$8.90
3d	FP 60 mins - 50% Increase fees to recover more	\$8.90	\$0.0	Similar to above the hourly fee would ideally have been increased by 50% to \$2.70 resulting in a fee for 4 hours of \$10.80. But this needs to be capped at \$8.90.

5.5 Overpayments

As indicated in Section 2, there are many transactions where the user pays for more than they want, because they do not have exact change and because the machines do not provide change. For example, in 2017-18 in Zone 2 the hourly fee is \$1.80, and there is a 1-hour maximum limit, but many users have just paid \$2.00. The machine does not give \$0.20 change, and does not provide for 67 minutes (which would be the equivalent of \$2.00 divided by \$1.80).

However, if 30-minute or 60-minute free parking were provided there would be less overpayments. If we take again the example above for Zone 2, if the user just wanted 1 hour and it was 1 hour free parking then there would be no income at all. Therefore, the City would lose not only the 1-hour free parking but also the overpayment inherent in 2017-18 transactions. The model has reduced some of the overpayments in Zone 2 by restricting the maximum amount payable to equal the time limit.

For Zone 3, which is a 30-minute restriction, all options apart from 'as is' assume zero income as it the zone would just be free parking, but with a 30-minute restriction.

The model has not made any attempt to reduce the overpayments in the other zones.

6 IMPACTS BY ZONE AND OPTION

6.1 Time Analysis

The table below provides a useful overview of the time currently paid in each zone and how much of that would be free parking, for both for 30-minutes or 60-minutes. The key issues are:

- RPCP – if 30-minutes were provided free this relates to only 12% of the time currently paid, so the remaining 88% would provide plenty of opportunity to recoup some of the loss if desired by increasing the hourly rates. Likewise, 60-minutes free is 23% of the time paid, so 77% would still be chargeable.
- City Centre Short-Term – 43% of the time currently paid is the first 30-minutes, which would leave just 57% of the remaining time to recoup some of the lost income. If 60-minutes free were provided this would be 74% of the time paid so just 26% left to pay for.
- The total for All Zones have a mixed impact, because it includes the Inner Long-term areas, the Outer the RPCP and the City Centre Short-Term. 25% of the total time paid for is the first 30-minutes, and 45% of the time paid is the first 60-minutes.

These impacts are important to understand because it demonstrates the large loss in income from the first 30-minutes or 60-minutes, and that the remaining hourly fee would have to be increased by a high % to recoup all of the lost income, particularly in the City Centre Short-term zones.

<u>Time Analysis</u>				Time Paid with no Free Parking		Free Time Provided		Paid Time		Free Time %	
Zone				Mins		30 mins Free	60 mins Free	30 mins Free	60 mins Free	30 mins Free	60 mins Free
RPCP				33,463,696		3,861,196	7,722,391	29,602,500	-3,861,196	12%	23%
<u>City Centre Short-Term</u>											
Zone 1	Inner	On	S/T 2 hours	16,995,729		7,229,618	12,853,125	9,766,111	4,142,604	43%	76%
Zone 2	Inner	On	S/T 1 hour	10,258,871		6,104,244	10,258,871	4,154,627		60%	100%
Zone 3	Inner	On	S/T 30 mins	1,451,474		1,451,474	1,451,474			100%	100%
Zone 7	Inner	Off	P2 S/T	7,759,698		2,262,087	4,152,385	5,497,611	3,607,313	29%	54%
Zone 10	Inner	Off	T1 S/T	11,245,113		3,551,342	6,596,613	7,693,771	4,648,500	32%	59%
City Centre Short Term Total				47,710,885		20,598,765	35,312,468	27,112,120	12,398,417	43%	74%
<u>Remaining Zones</u>											
Zone 4	Inner	On	L/T	6,305,362		861,543	1,664,868	5,443,819	4,640,494	14%	26%
Zone 5	Outer	On	L/T	3,170,263		426,219	838,893	2,744,044	2,331,370	13%	26%
Zone 6	Inner	Off	P1 L/T	9,698,215		1,207,650	2,351,097	8,490,565	7,347,118	12%	24%
Zone 9	Inner	Off	P4 L/T	4,569,521		540,103	1,058,615	4,029,418	3,510,906	12%	23%
Zone 11	Outer	Off	T3 L/T	2,802,929		299,907	597,257	2,503,022	2,205,672	11%	21%
Zone 12	Inner	Off	P8 L/T	78,102		18,425	33,704	59,677	44,398	24%	43%
Zone 15	Outer	Off	P9 L/T	5,268,597		495,475	984,635	4,773,122	4,283,962	9%	19%
Total				113,067,570		28,309,283	50,563,928	84,758,287	32,901,141	25%	45%

6.2 Income by Zone by Option

The table below summarises the estimated income for each zone for each option. Note that City Centre Short-Term comprises approximately 50% of the overall income.

<u>Income by Zone by Option</u>						<u>19-20 No Change</u>	<u>Free Parking, no change to Fees</u>		<u>Increase fees to recover more</u>	
							30 mins	60 mins	30 mins	60 mins
Zone	Inner / Outer	On / Off Street	Car Park Ref	S/T or L/T	Restriction	<i>Option 1</i>	<i>Option 2a, 3a, 4a</i>	<i>Option 2b, 3b, 4b</i>	<i>Option 2c, 3c, 4c</i>	<i>Option 2d, 3d, 4d</i>
RPCP	Inner	Off	RPCP	L/T		\$1,005,327	\$877,793	\$773,656	\$1,134,763	\$1,158,359
<u>City Centre Short-Term</u>										
Zone 1	Inner	On		S/T	2 hours	\$632,625	\$366,351	\$156,784	\$465,762	\$231,464
Zone 2	Inner	On		S/T	1 hour	\$381,754	\$155,960		\$196,676	
Zone 3	Inner	On		S/T	30 mins	\$54,009				
Zone 7	Inner	Off	P2	S/T		\$259,973	\$184,343	\$120,935	\$231,898	\$181,713
Zone 10	Inner	Off	T1	S/T		\$376,708	\$258,083	\$155,985	\$325,087	\$234,663
City Centre Short Term Total						\$1,705,070	\$964,737	\$433,704	\$1,219,423	\$647,841
<u>Remaining Zones</u>										
Zone 4	Inner	On		L/T		\$186,825	\$160,921	\$136,762	\$183,106	\$174,282
Zone 5	Outer	On		L/T		\$63,478	\$54,949	\$46,685	\$69,236	\$70,013
Zone 6	Inner	Off	P1	L/T		\$286,177	\$249,887	\$215,523	\$284,667	\$272,476
Zone 9	Inner	Off	P4	L/T		\$134,107	\$117,888	\$102,305	\$132,973	\$128,683
Zone 11	Outer	Off	T3	L/T		\$56,096	\$50,096	\$44,147	\$63,051	\$66,202
Zone 12	Inner	Off	P8	L/T		\$2,345	\$1,789	\$1,328	\$2,119	\$1,760
Zone 15	Outer	Off	P9	L/T		\$153,512	\$138,640	\$123,958	\$155,255	\$154,554
All Zones						\$3,592,936	\$2,616,700	\$1,878,069	\$3,244,593	\$2,674,169

6.3 Impacts by Zone by Option

The table below shows the impacts of each of the options versus the Do Nothing option. The key issues are

- 30-minutes Free Parking in all Zones could result in lost income of \$976k, but 76% (\$740k) relates to the City Centre Short-Term because the majority of use in City Centre is short-term and would lose the most from free parking.
- 60-minutes Free Parking in all zones could result in lost income of \$1,714k with 74% (\$1271k) of this being City Centre Short-Term
- Increasing the fees to the remaining time produces mixed results. For the City Centre there is not much time left to recover costs, so those options would still result in lost income of \$485k and \$1,057k respectively. However, when the other zones are included they may offset some of this. So the overall cost of 30-minutes free parking in All zones but increasing the remaining hourly fee by 25% is just \$348k, but the cost of 60-minutes free parking in all zones and increasing the fees by 50% is a cost of \$918k.

<u>Impacts by Zone by Option</u>						<u>19-20 No Change</u>	<u>Free Parking, no change to Fees</u>		<u>Increase fees to recover more</u>	
Zone	Inner / Outer	On / Off Street	Car Park Ref	S/T or L/T	Restriction	<i>Option 1</i>	30 mins <i>Option 2a, 3a, 4a</i>	60 mins <i>Option 2b, 3b, 4b</i>	30 mins <i>Option 2c, 3c, 4c</i>	60 mins <i>Option 2d, 3d, 4d</i>
RPCP							(\$127,534)	(\$231,672)	\$129,435	\$153,031
<u>City Centre Short-Term</u>										
Zone 1	Inner	On		S/T	2 hours		(\$266,274)	(\$475,841)	(\$166,863)	(\$401,161)
Zone 2	Inner	On		S/T	1 hour		(\$225,794)	(\$381,754)	(\$185,078)	(\$381,754)
Zone 3	Inner	On		S/T	30 mins		(\$54,009)	(\$54,009)	(\$54,009)	(\$54,009)
Zone 7	Inner	Off	P2	S/T			(\$75,630)	(\$139,039)	(\$28,076)	(\$78,260)
Zone 10	Inner	Off	T1	S/T			(\$118,625)	(\$220,723)	(\$51,621)	(\$142,045)
City Centre Short Term Total							(\$740,333)	(\$1,271,366)	(\$485,646)	(\$1,057,229)
<u>Remaining Zones</u>										
Zone 4	Inner	On		L/T			(\$25,904)	(\$50,062)	(\$3,719)	(\$12,543)
Zone 5	Outer	On		L/T			(\$8,530)	(\$16,793)	\$5,758	\$6,534
Zone 6	Inner	Off	P1	L/T			(\$36,290)	(\$70,654)	(\$1,509)	(\$13,700)
Zone 9	Inner	Off	P4	L/T			(\$16,218)	(\$31,801)	(\$1,134)	(\$5,424)
Zone 11	Outer	Off	T3	L/T			(\$5,999)	(\$11,949)	\$6,956	\$10,107
Zone 12	Inner	Off	P8	L/T			(\$556)	(\$1,017)	(\$226)	(\$585)
Zone 15	Outer	Off	P9	L/T			(\$14,871)	(\$29,553)	\$1,743	\$1,043
All Zones							(\$976,236)	(\$1,714,868)	(\$348,343)	(\$918,767)

6.4 Summary Impacts by Option

The table below summarises the impacts for each option, key issues are:

- The highest cost option is Option 3b, 60-minute free parking in All Zones.
- The lowest cost option for the City Centre Short-term is Option 2c, 30-minute free parking but with the remaining period increased by 25%. This is estimated to cost \$485k
- Increasing hourly fees to recover lost income is most worthwhile if it is applied in all zones i.e. Option 3c or Option 3d
- RPCP option would have minimal impact compared to the other options, but has less scope.

Options		Estimated Impacts of Option
Option 1 - As Is (Draft Budget)		
<i>Option 2 - City Centre Short-Term</i>	2a FP 30 mins - No Change to Fees	(\$740,333)
	2b FP 60 mins - No Change to Fees	(\$1,271,366)
	2c FP 30 mins - 25% Increase Fees to recover more	(\$485,646)
	2d FP 60 mins - 50% Increase Fees to recover more	(\$1,057,229)
<i>Option 3 - All Zones</i>	3a FP 30 mins - No Change to Fees	(\$976,236)
	3b FP 60 mins - No Change to Fees	(\$1,714,868)
	3c FP 30 mins - 25% Increase Fees to recover more	(\$348,343)
	3d FP 60 mins - 50% Increase Fees to recover more	(\$918,767)
<i>Option 4 - RPCP Only</i>	4a FP 30 mins - No Change to Fees	(\$127,534)
	4b FP 60 mins - No Change to Fees	(\$231,672)
	4c FP 30 mins - 25% Increase Fees to recover more	\$129,435
	4d FP 60 mins - 50% Increase Fees to recover more	\$153,031

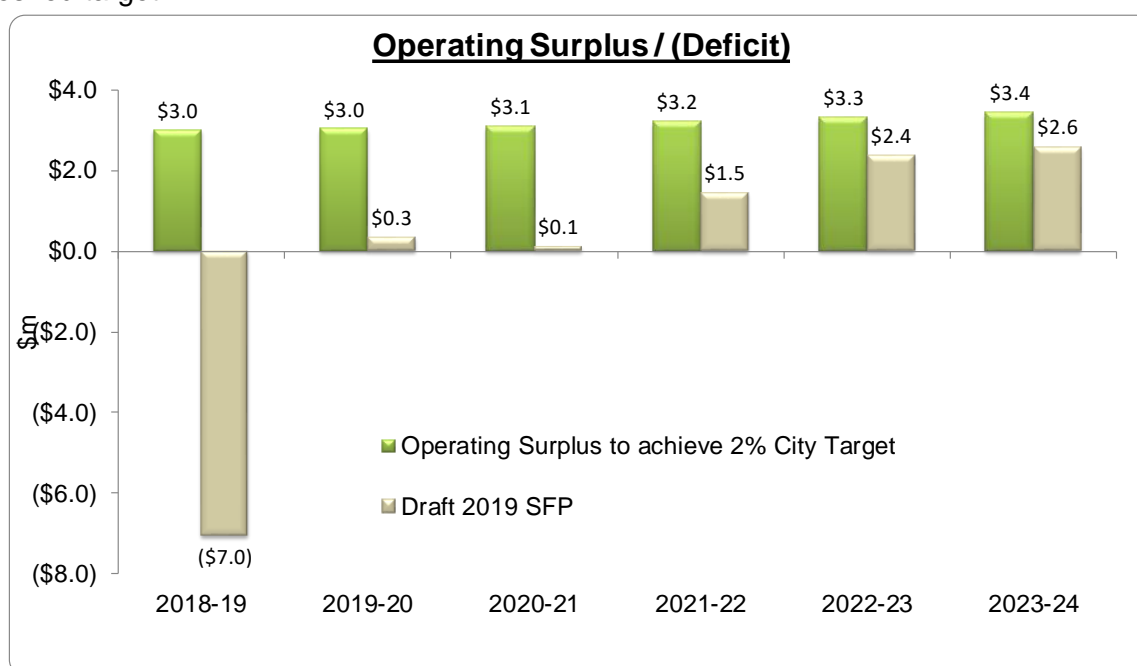
7 OVERALL AFFORDABILITY OF FREE PARKING

7.1 City Operating Surplus/(Deficit)

This attachment will not recommend a specific option, but it is worth considering the overall City financial position, the projected operating results and what is the potential level of affordability for free parking. The table below is based on the Draft 2019 SFP and includes the following key assumptions:

- 2% Operating Surplus is the desired target
- Moderate fee increases of 2.25% in 2019-20 and 2.5% each year thereafter

So by 2023-24 the City may achieve a 1.5% Operating Surplus which is only 0.5% below the desired target.



7.2 Contribution of Parking Services to the Operating Results

Although the City is projecting a minor surplus in 2019-20 this is supported by Parking Services \$1.3m (assuming no free parking) and also Waste Services (\$1.4m), as shown in the table below. The other underlying services are still operating at a deficit of (\$2.4m). Projecting this forward to 2023-24 is slightly better with the underlying services making a deficit of (\$0.2m), and an overall surplus of \$2.6m which is only \$0.8m below the \$3.4m target. But the projections at 2023-24 are still precarious because if Waste Services were not making a surplus and/or Parking Services were contributing less (e.g. due to an element of free parking), then the City may not be able to achieve the 1.5% operating surplus in 2023-24.

Analysis of Operating Results by Service	2019-20	2023-24
	\$ms	\$ms
Parking Services	\$1.3	\$1.4
Waste Net Result	\$1.4	\$1.4
All other Services and Infrastructure	(\$2.4)	(\$0.2)
Projected Operating Surplus	\$0.3	\$2.6

7.3 What is the Affordability for Free Parking?

There is no right or wrong answer about the City's Financial Position and its ability to provide an element of Free Parking, if any. The following are the key issues to consider:

- Overall City Operating Surplus should perhaps not be so overly reliant on Parking Surpluses
- What is the right amount of surpluses that should be generated from Parking (see next paragraph)?
- Most of the options summarised in earlier section would depress the operating results and arguably if the City is pushing to achieve a 1.5% Operating Surplus in 2023-24, there is no affordability for free parking at all based on the options presented so far.
- All other services should be providing a bigger surplus than \$0.8m by 2023-24. This could either be achieved by delaying/avoiding new capital expenditure, reduce existing services, minimising the increases in costs or increase revenue e.g. fees increase more than 2.5%.

The City does have some levers it can use to improve the operating results, although these become limited if there is an assumption that services/infrastructure remain as is. Perhaps the best way to consider the overall affordability of free parking is to consider how much parking surpluses the City should be generated and then allowing the difference to be provided as free parking?

7.4 Parking Surpluses & the Parking Facility Reserve

So why does the City generate high surplus for Parking Services and what are they used for? Firstly, it is important to emphasise that the parking surpluses are ring-fenced each year, they are not swallowed up by general municipal funds as is a common misconception. The surpluses do of course form part of the operating results so in that sense form part of the overall City operating position but then as part of the overall cash management (bottom part of the fee setting statement) there are transfers to reserves, and within this amount the parking surpluses are moved to the "Parking Facility Reserve".

The Parking Facility Reserve was created in 2008-09 to hold the surpluses from paid parking to be applied in the development and provision of facilities and services, both parking and non-parking, in the Joondalup City Centre. The reserve built up from 2008-09 and was able to fund 50% (\$8.5m) of the RPCP, and therefore providing economic benefits to the City and additional income streams to help with future parking facilities. Again, there is a lack of understanding in the community on this issue. Therefore, the reserve was mostly run down when RPCP was built a few years ago and the balance at June 2019 is estimated to be \$1.9m.

The Reserve is used each year to repay the borrowings of the RPCP, which is \$980k per year (principal and interest), payable for another 6 years. So whilst there is a transfer into the reserve in 2019-20 of \$1.3m, most of this will immediately be eroded with the loan repayment (within the fee setting statement this is shown as "Transfers out of Reserve"). The loan will be repaid by 2024-25. It could therefore be argued that if the original intent were to remain, that Parking Surpluses must be used to repay borrowings of the RPCP, then the only affordability the City has for Free Parking is therefore a break-even scenario of \$0.3m (the difference between \$1.3m Parking Surplus and the Loan Repayment of approximately \$1m).

The further disadvantage with the break-even scenario above is that this would mean that there would be no opportunity for the reserve to grow. It is intended that the City constructs a second MSCP (at a location still to be determined) by 2024-25 and ideally the Parking Reserve could contribute some of the funding as it did for the RPCP. If free parking were

provided under most of the options shown, then there would be no scope in the reserve to partially fund the reserve. Additionally, the City is actively reviewing other forms of technology to improve parking operations (e.g. pay by phone) and this may have a one-off cost, which would be expected to be funded from the reserve.

7.5 Mitigating Cash Impacts

As explained above the surpluses from Parking Operations are used to repay the borrowings for the RPCP of \$1.0m per year, until 2024-25. So if the surpluses were less were \$1.0m per year, there would be insufficient cash from the Parking Reserve and other funds would have to be used to repay the borrowings. There are 2 mitigating issues which could potentially be taken into account in this issue:

- **Surplus Cash.** Whilst the City is struggling to achieve a balanced operating budget, it has a cash surplus each year. This allows surplus funds each year to be transferred into the Strategic Asset Reserve for major new projects and surplus funds into the Asset Renewal Reserve for large increases in renewal of existing infrastructure expected in future years. The key issue then is whether reduced parking surpluses would diminish cash surpluses so much that there was insufficient to transfer into the Strategic Asset Reserve and/or Asset Renewal Reserve. This is evaluated in next section.
- **Tamala Park Land Reserve,** projected to be approximately \$14m by June 2019 and with no current designed use in the 20 Year SFP and is estimated to grow to approximately \$40m by June 2024 and could therefore afford a second MSCP. The use of the Tamala Park reserve for this would be consistent with the City's Positioning Statement.

7.6 Summary of Issues Above

In summary there is a myriad of different financial factors to take account of:

- **City Operating Targets:** The City is projecting a minor surplus in 2019-20 and steady improvements in the next few years with a 1.5% surplus projected by 2023-24. These projections are still relatively fragile and there are a wide number of different factors such as parking that can adversely impact on this.
- **Parking Surpluses Impact on City Targets:** The City's Operating Targets are influenced significantly by parking. In 2019-20, a surplus of \$0.3m is projected with Parking contributing \$1.3m of this (assuming no free parking). By 2023-24 the surplus of \$2.6m is still supported heavily with Parking Surpluses of \$1.4m.
- **Parking Facility Reserve.** Surpluses from Parking contribute to the overall City's operating results and within the cash statements are then transferred into the Parking Facility Reserve. This is used for the benefit of ratepayers to improve parking facilities e.g. contributing \$8.5m towards the funding of the RPCP.
- **RPCP Borrowings.** The City borrowed \$8.5m to partially fund the RPCP, and this requires an annual payment of \$980k per year until 2024-25. The existing parking surpluses of \$1.3m therefore cover the cost of the borrowings, but if the parking surpluses were reduced by more than \$0.3m then there would be insufficient parking surpluses to cover the cost of the RPCP borrowings.
- **Overall Cash Impacts.** The City needs to set aside surplus cash to fund future renewals and to fund new infrastructure. If there are insufficient surpluses from Parking to cover the cost of the RPCP then this may impact on the cash required for future renewals and other new infrastructure.
- **Tamala Park Land Reserve** currently has no designated purpose in the SFP so it is possible that this could be used to wholly or partially fund a second MSCP.

It will be vital to evaluate each of the options against the factors above which will be completed in next section:

8 OPTION EVALUATION

8.1 Option Evaluation 2019-20

The table below summarises the lost income for each option and the potential impacts on 2019-20 as follows:

- **Parking Surpluses.** The 19-20 Budget, based on no free parking, has Parking Surpluses of \$1,333,785. Option 3b has such a high impact that there would be deficit in Parking, whereas all other options would still have a surplus. The next column then determines whether there would be sufficient surpluses to cover the cost of the loan for the RPCP. Option 3c would still be able to cover this, and Option 2c would have a shortfall of approximately \$132k.
- **City Operating Surpluses.** The next columns to right show the overall City operating results for 2019-20. All of the RPCP options would still leave the City in Surplus, Option 3c would be marginal (i.e. a loss of less than \$100k) but all other options would result in a deficit.
- The final column shows how the losses for each option relate to rate increases i.e. \$740k loss for Option 2a equates to 0.73% rate increase

Option Evaluation 2019-20		Reduced Income	Parking Surpluses		City Operating Surplus		Rate Increase to Mitigate lost Income
			Parking Surpluses #1	Enough to pay RPCP Loan #2	City Operating Surplus	Surplus, Deficit, or Marginal #3	
Option 1 - As Is (Draft Budget)			\$1,333,785	Yes	\$343,066	Surplus	
Option 2 - City Centre Short-Term	2a FP 30 mins - No Change to Fees	(\$740,333)	\$593,452	No	(\$397,267)	Deficit	0.73%
	2b FP 60 mins - No Change to Fees	(\$1,271,366)	\$62,419	No	(\$928,300)	Deficit	1.25%
	2c FP 30 mins - 25% Increase Fees to recover more	(\$485,646)	\$848,138	Marginal	(\$142,581)	Deficit	0.48%
	2d FP 60 mins - 50% Increase Fees to recover more	(\$1,057,229)	\$276,555	No	(\$714,164)	Deficit	1.04%
Option 3 - All Zones	3a FP 30 mins - No Change to Fees	(\$976,236)	\$357,549	No	(\$633,170)	Deficit	0.96%
	3b FP 60 mins - No Change to Fees	(\$1,714,868)	(\$381,083)	No	(\$1,371,802)	Deficit	1.69%
	3c FP 30 mins - 25% Increase Fees to recover more	(\$348,343)	\$985,441	Yes	(\$5,278)	Marginal	0.34%
	3d FP 60 mins - 50% Increase Fees to recover more	(\$918,767)	\$415,018	No	(\$575,701)	Deficit	0.91%
Option 4 - RPCP Only	4a FP 30 mins - No Change to Fees	(\$127,534)	\$1,206,251	Yes	\$215,532	Surplus	0.13%
	4b FP 60 mins - No Change to Fees	(\$231,672)	\$1,102,113	Yes	\$111,394	Surplus	0.23%
	4c FP 30 mins - 25% Increase Fees to recover more	\$129,435	\$1,463,220	Yes	\$472,501	Surplus	-0.13%
	4d FP 60 mins - 50% Increase Fees to recover more	\$153,031	\$1,486,816	Yes	\$496,097	Surplus	-0.15%

#1 Parkng Surpluses include Parking Operations. RPCP Operating Costs/Depn/Interest, and Other Car Parks Depn

#2 RPCP Loan is \$980,000 per year until 2024-25

#3 Surplus if greater than zero, Deficit is lower than (\$100,000, Marginal if between Zero and (\$100,000)

8.2 Long Term Financial Impacts

The table below then considers the long-term financial impacts as follows:

- Losses for each option are shown first. The values relate to 2023-24 dollars which are 22% higher than 2019-20
- Operating Surplus Ratio 2023-24. The Draft 2019 SFP has indicated that 2023-24 may achieve a 1.5% Operating Surplus which is within a reasonable tolerance of the 2% target. The table shows what the Operating Surplus Ratio would be if the option was implemented with no changes to all other assumptions e.g. Option 2a would result in an Operating Deficit of 0.98%. The next column then shows how much of a rate Increase would be required in 2023-24 (or any of the preceding years) to still achieve a 2% surplus in 2023-24, so Option 2a would require a rate increase of 3.3% instead of 2.5% to achieve a 1.5% Operating Surplus.
- Overall City Cash Surpluses and Reserve Funding. The Draft SFP has been prepared on the basis of achieving a moderate operating surplus but also to ensure that there is sufficient cash reserves for future renewals and new infrastructure. If an element of free parking is provided which requires other city funds to repay some of the RPCP loan, then this may not leave enough surplus cash to transfer into the Asset Renewal Reserve or Strategic Asset Reserve. Options 2a, 2b, 2d, 3a, 3b and 3d would fail this test, Option 2c is marginal and all other options would still provide sufficient cash surpluses.

Long Term Financial Impacts		Reduced Income at 2023-24 Prices	Operating Impacts 2023-24		Cash Surpluses Sufficient To Fund:	
			Operating Surplus Ratio	Rates Increase to achieve 1.5%	Asset Renewal Reserve	Strategic Asset Reserve
Option 1 - As Is (Draft SFP)		\$0	1.51%	2.50%	Yes	Yes
<i>Option 2 - City Centre Short-Term</i>	2a FP 30 mins - No Change to Fees	(\$904,686)	0.98%	3.30%	No	No
	2b FP 60 mins - No Change to Fees	(\$1,553,609)	0.60%	3.87%	No	No
	2c FP 30 mins - 25% Increase Fees to recover more	(\$593,460)	1.16%	3.02%	Marginal	Marginal
	2d FP 60 mins - 50% Increase Fees to recover more	(\$1,291,934)	0.76%	3.64%	No	No
<i>Option 3 - All Zones</i>	3a FP 30 mins - No Change to Fees	(\$1,192,960)	0.81%	3.55%	No	No
	3b FP 60 mins - No Change to Fees	(\$2,095,568)	0.29%	4.36%	No	No
	3c FP 30 mins - 25% Increase Fees to recover more	(\$425,676)	1.26%	2.87%	Yes	Yes
	3d FP 60 mins - 50% Increase Fees to recover more	(\$1,122,733)	0.85%	3.49%	No	No
<i>Option 4 - RPCP Only</i>	4a FP 30 mins - No Change to Fees	(\$155,847)	1.42%	2.63%	Yes	Yes
	4b FP 60 mins - No Change to Fees	(\$283,103)	1.34%	2.74%	Yes	Yes
	4c FP 30 mins - 25% Increase Fees to recover more	\$158,170	1.60%	2.35%	Yes	Yes
	4d FP 60 mins - 50% Increase Fees to recover more	\$187,004	1.62%	2.32%	Yes	Yes

8.3 Summary of Options

The summary of the options and how it impacts on the overall City targets are:

- Option 3b would result in an overall deficit for Parking Operations and should therefore be completely ruled out, because it completely undermines the concept of User Pays for Parking
- Repayment of RPCP is achieved in all of the Option 4 options and with Option 3c. All other options do not provide sufficient surplus to cover the loan. If the City takes a view that Parking Surpluses must at least cover the RPCP loan, then only Option 3c and Option 4 is viable.
- Overall City Cash Surpluses and Reserve Funding. If an element of free parking is provided which requires other City funds to be diverted to service some of the RPCP loan, then this may not leave enough surplus cash to fund the Asset Renewal Reserve or Strategic Asset Reserve. Options 2a, 2b, 2d, 3a, 3b and 3d would fail this test, option 2c is marginal but all other options would still provide sufficient cash surpluses.
- Operating Surplus 2023-24. All of Option 2 and Option 3 would have a detrimental impact on the City's targets, and would mean that the City would not be able to achieve a 1.5% surplus in 2023-24. Options 2c and 3c would only have a marginal failure of the threshold, and would only require a minor increase in rates to still achieve a 1.5% Operating Surplus.

In summary, the financial evaluation has considered the potential financial implications of free parking, based on different locations, and different terms. If free parking was provided without any change to the hourly fees this would be highest cost, but there is an opportunity to claw back some of these losses by increasing the hourly fee that would be applied to the rest of the paid parking time.

The report has also provided comments on the overall City operating results which are improving but are shored up to a large extent by parking surpluses, so if there was a major loss of income due to free parking this would have an impact on the overall city's financial performance targets.

Additionally, the existing parking surpluses are used to repay loans of \$980k per year, and if there was a significant loss due to free parking then it is possible that some of the loan would have to be repaid from general municipal funds which was not the intention when the RPCP business case was prepared. Furthermore, reduced parking surpluses would severely diminish the ability to use the Parking Facility Reserve to partially fund a second multi storey car park, although there is the option of Tamala Park Land Reserve

In summary, the provision of free parking is a judgement call which needs to weigh up the financial consequences, the potential economic benefits the community and business sentiment and make a balanced decision which ideally should not be to the detriment of all of the City's ratepayers.

The report has also considered other options, in the next section.

9 RISK & SENSITIVITY ANALYSIS & OTHER OPTIONS

9.1 Risk of Losing More Income than Estimated

The financial impacts of each option are based on a series of assumptions, and there are limitations with the data and assumptions. One of the key assumptions is that the 2017-18 ticket data used to undertake the evaluation has been assumed to be representative for 2019-20. Whilst there is reasonable substance in using this data (there are over 850,000 ticket transactions that have been modelled), one of the key limitations is assuming that usage patterns continue, which also then assumes that patrons only take advantage of free parking in the zone that they intend to use and are content to pay for the remaining time period in the same zone when their stay exceeds the free period. Feedback from other local governments who have introduced free parking for a limited period indicates that many patrons will modify their parking behaviour to take as much advantage of free parking as possible, for example moving their vehicle from one zone to another, and then back again.

Sensitivity analysis has been prepared and shown in the table below, there are three sets of figures shown in the table below.

- First set is just the impacts of each option as presented already in this report
- Second set then calculates the impacts of each option if there was 10% less parking income than modelled
- Third set calculates the impacts with a 25% reduction in income

Each of the scenarios shows both the reduced parking income and the impact on the 2019-20 operating results. Within the scenario of losing 10% more income than estimated, Option 3c would definitely result in an operating deficit for 2019-20 whereas previously it was marginal, but all of Option 4 would still provide an operating surplus.

For the scenario that income drops by 25% more than estimated, then only Option 4c and 4d would provide the City with an operating surplus.

Asd

Sensitivity Analysis		<u>Impacts as Presented Already</u>		<u>Sensitivity 1 Income is 10% Less</u>		<u>Sensitivity 2 Income is 25% Less</u>	
		Loss of Income	City Operating Surplus	Loss of Income	City Operating Surplus	Loss of Income	City Operating Surplus
Option 1 - As Is (Draft Budget)		\$0	\$343,066		\$343,066		\$343,066
Option 2 - City Centre Short-Term	2a FP 30 mins - No Change to Fees	(\$740,333)	(\$397,267)	(\$836,806)	(\$493,741)	(\$981,517)	(\$638,451)
	2b FP 60 mins - No Change to Fees	(\$1,271,366)	(\$928,300)	(\$1,314,736)	(\$971,670)	(\$1,379,792)	(\$1,036,726)
	2c FP 30 mins - 25% Increase Fees to recover more	(\$485,646)	(\$142,581)	(\$607,589)	(\$264,523)	(\$790,502)	(\$447,437)
	2d FP 60 mins - 50% Increase Fees to recover more	(\$1,057,229)	(\$714,164)	(\$1,122,013)	(\$778,948)	(\$1,219,189)	(\$876,124)
Option 3 - All Zones	3a FP 30 mins - No Change to Fees	(\$976,236)	(\$633,170)	(\$1,237,906)	(\$894,840)	(\$1,630,411)	(\$1,287,345)
	3b FP 60 mins - No Change to Fees	(\$1,714,868)	(\$1,371,802)	(\$1,902,674)	(\$1,559,609)	(\$2,184,385)	(\$1,841,319)
	3c FP 30 mins - 25% Increase Fees to recover more	(\$348,343)	(\$5,278)	(\$672,803)	(\$329,737)	(\$1,159,492)	(\$816,426)
	3d FP 60 mins - 50% Increase Fees to recover more	(\$918,767)	(\$575,701)	(\$1,186,184)	(\$843,118)	(\$1,587,309)	(\$1,244,243)
Option 4 - RPCP Only	4a FP 30 mins - No Change to Fees	(\$127,534)	\$215,532	(\$215,313)	\$127,752	(\$346,982)	(\$3,917)
	4b FP 60 mins - No Change to Fees	(\$231,672)	\$111,394	(\$309,037)	\$34,028	(\$425,086)	(\$82,020)
	4c FP 30 mins - 25% Increase Fees to recover more	\$129,435	\$472,501	\$15,959	\$359,025	(\$154,256)	\$188,810
	4d FP 60 mins - 50% Increase Fees to recover more	\$153,031	\$496,097	\$37,195	\$380,261	(\$136,558)	\$206,507

9.2 Sensitivity Analysis – Increases to Hourly Fee

The options shown so far for increasing hourly fee have assumed an increase of 25% if 30-minutes is provided free, and a 50% increase if 60-minutes provided free. The analysis showed that these increases would still now allow the City to recoup all of the income that it would lose from providing the first 30-minutes or 60-minutes free. It is therefore worth considering other alternatives to increase the hourly rate, as shown on the 2 tables below.

The first column of figures is just the lost income without increasing the hourly fee and the next column are the losses already shown earlier by increasing the fees by 25% (30-minutes) and 50% (60-minutes). The last 2 columns are the additional scenarios, and show that:

- **30-minute Free Parking.** A 50% increase to the remaining hourly fee would still result in overall lost income for the City Centre Short-Term of \$257k but if applied to all zones would result in an overall benefit to the City of \$122k. Meanwhile if a 75% increase was applied then the City Centre Short-Term zones would just about break-even (\$3k loss), and All Zones would have a benefit of \$670k. The large difference between City Centre Short-Term and All Zones typifies again the different usage and ability to recover losses i.e. most of the City Centre Short-Term income is in the first 60-minutes so far lower opportunity to recover but most of the other zones have longer durations and more ability to recover
- **60-Minute Free Parking.** An increase of 50% in the City Centre Short-Term did very little to reduce the losses, and likewise a 75% or 100% increase does little to mitigate this impact. This is because 74% of the time in the City Centre Short-Term is first 60-minutes so the remaining 26% would need to be increased by a lot more than 100% to recover that lost income. However, the larger increases of 75% and 100% for All Zones would have a better impact with the losses reduced to \$554k and \$246k respectively.
- **RPCP only.** As already reported an increase of either 25% (30 minutes free parking) or 50% (60 minutes free parking) would result in a net gain to the City, and therefore no additional increase has been modelled for this option.

30 Minutes Free Parking Reduced Income	No Change to Hourly Rate
<i>Option 2 - City Centre Short-Term</i>	(\$740,333)
<i>Option 3 - All Zones</i>	(\$976,236)
<i>Option 4 - RPCP only</i>	(\$127,534)

Increase to Remaining Hourly Rate		
25%	50%	75%
(\$485,646)	(\$257,394)	(\$3,146)
(\$348,343)	\$122,303	\$670,698
\$129,435		

60 Minutes Free Parking Reduced Income	No Change to Hourly Rate
<i>Option 2 - City Centre Short-Term</i>	(\$1,271,366)
<i>Option 3 - All Zones</i>	(\$1,714,868)
<i>Option 4 - RPCP only</i>	(\$231,672)

Increase to Remaining Hourly Rate		
50%	75%	100%
(\$1,057,229)	(\$945,646)	(\$840,743)
(\$918,767)	(\$554,217)	(\$246,098)
\$153,031		

9.3 Break Even Analysis

Following on from above it is worth evaluating the % increases that would be required to remaining rate to break-even i.e. to recoup the losses from providing free parking. The tables below show firstly to the left the impacts presented already and the final column at the right is the % increase required to break-even. The City Centre short-term options would require the largest increase, either 75.3% (30 minutes free parking) or 300.4% (60 minutes free parking) to recoup the losses. The break-even %ages for all zones are lower, with 43.5% increase required for 30 minutes free parking but an increase of 120% for 60 minutes free parking. The % increases required for the RPCP are much smaller.

30 Minutes Free Parking Reduced Income	Impacts as Presented Already		% Increase in remaining rate required to break- even
	No Change to Hourly Rate	25% Increase of remaining rate	
Option 2 - City Centre Short-Term	(\$740,333)	(\$485,646)	75.3%
Option 3 - All Zones	(\$976,236)	(\$348,343)	43.5%
Option 4 - RPCP only	(\$127,534)	\$129,435	12.4%

60 Minutes Free Parking Reduced Income	Impacts Presented Already		% Increase in remaining rate required to break- even
	No Change to Hourly Rate	50% Increase of remaining rate	
Option 2 - City Centre Short-Term	(\$1,271,366)	(\$1,057,229)	300.4%
Option 3 - All Zones	(\$1,714,868)	(\$918,767)	120.0%
Option 4 - RPCP only	(\$231,672)	\$153,031	30.1%

9.4 RPCP Alternative Option

A further scenario for RPCP has been evaluated, the provision of 60 minutes free parking but just a 25% increase. This would result in an estimated loss of just \$18,577 so just about break-even.

9.5 Other Options for Amending Parking Fees/Restrictions

There are other opportunities to amend parking:

- 30-minute restrictions in Zone 3. This is subject to several comments in the survey results. The restriction could be increased to 60-minutes or 2 hours
- 60-minute restriction increased to 2 hours. The 60-minute restriction also comes in for a lot of criticism in the survey results even though it was implemented to support churn for businesses.
- Apply a 2-hour restriction in all restricted hours. The financial impacts of this, or indeed any of the 2 items above are uncertain, and no attempt has been made to model them. It is a subjective value judgement to make the restrictions more flexible. This is subject to more comment in Attachment 2.
- 15-minute free parking in some areas
- Trial free parking in some inner city car parks. This can be modelled, by simply taking the values with reference to section 6. For example, if the City were to provide free parking in T1, P2 and RPCP this is shown in the tables below:

<u>3 Off-Street Car Parks Only</u>						<u>19-20 No Change</u>	<u>Free Parking, no change to Rates</u>		<u>Increase rates to recover more</u>	
<u>Income</u>						<u>Option 1</u>	30 mins	60 mins	30 mins	60 mins
Zone	Inner / Outer	On / Off Street	Car Park Ref	S/T or L/T	Restriction		<u>Option 2a, 3a, 4a</u>	<u>Option 2b, 3b, 4b</u>	<u>Option 2c,3c,4c</u>	<u>Option 2d,3d,4d</u>
RPCP	Inner	Off	RPCP	L/T		\$1,005,327	\$877,793	\$773,656	\$1,134,763	\$1,158,359
Zone 7	Inner	Off	P2	S/T		\$259,973	\$184,343	\$120,935	\$231,898	\$181,713
Zone 10	Inner	Off	T1	S/T		\$376,708	\$258,083	\$155,985	\$325,087	\$234,663
3 Off-Street Car Parks Only						\$1,642,009	\$1,320,220	\$1,050,575	\$1,691,748	\$1,574,735

<u>Losses</u>						<u>19-20 No Change</u>	<u>Free Parking, no change to Rates</u>		<u>Increase rates to recover more</u>	
Zone	Inner / Outer	On / Off Street	Car Park Ref	S/T or L/T	Restriction	<u>Option 1</u>	30 mins	60 mins	30 mins	60 mins
							<u>Option 2a, 3a, 4a</u>	<u>Option 2b, 3b, 4b</u>	<u>Option 2c,3c,4c</u>	<u>Option 2d,3d,4d</u>
RPCP	Inner	Off	RPCP	L/T			(\$127,534)	(\$231,672)	\$129,435	\$153,031
Zone 7	Inner	Off	P2	S/T			(\$75,630)	(\$139,039)	(\$28,076)	(\$78,260)
Zone 10	Inner	Off	T1	S/T			(\$118,625)	(\$220,723)	(\$51,621)	(\$142,045)
3 Off-Street Car Parks Only							(\$321,789)	(\$591,433)	\$49,739	(\$67,274)

9.6 New Income from Existing & New Users

The Economic Benefits Analysis (Attachment 3) has considered the potential economic benefits of existing users staying longer in the City because of free parking, and also the impacts of new visitors to the City. The impacts were mentioned as likely in the Community & Business Survey, although it is impossible to be certain about this.

The financial evaluation has not included any new income from existing users or new users, this is noted as a potential opportunity which may help to mitigate the losses that may arise from the eventual option.