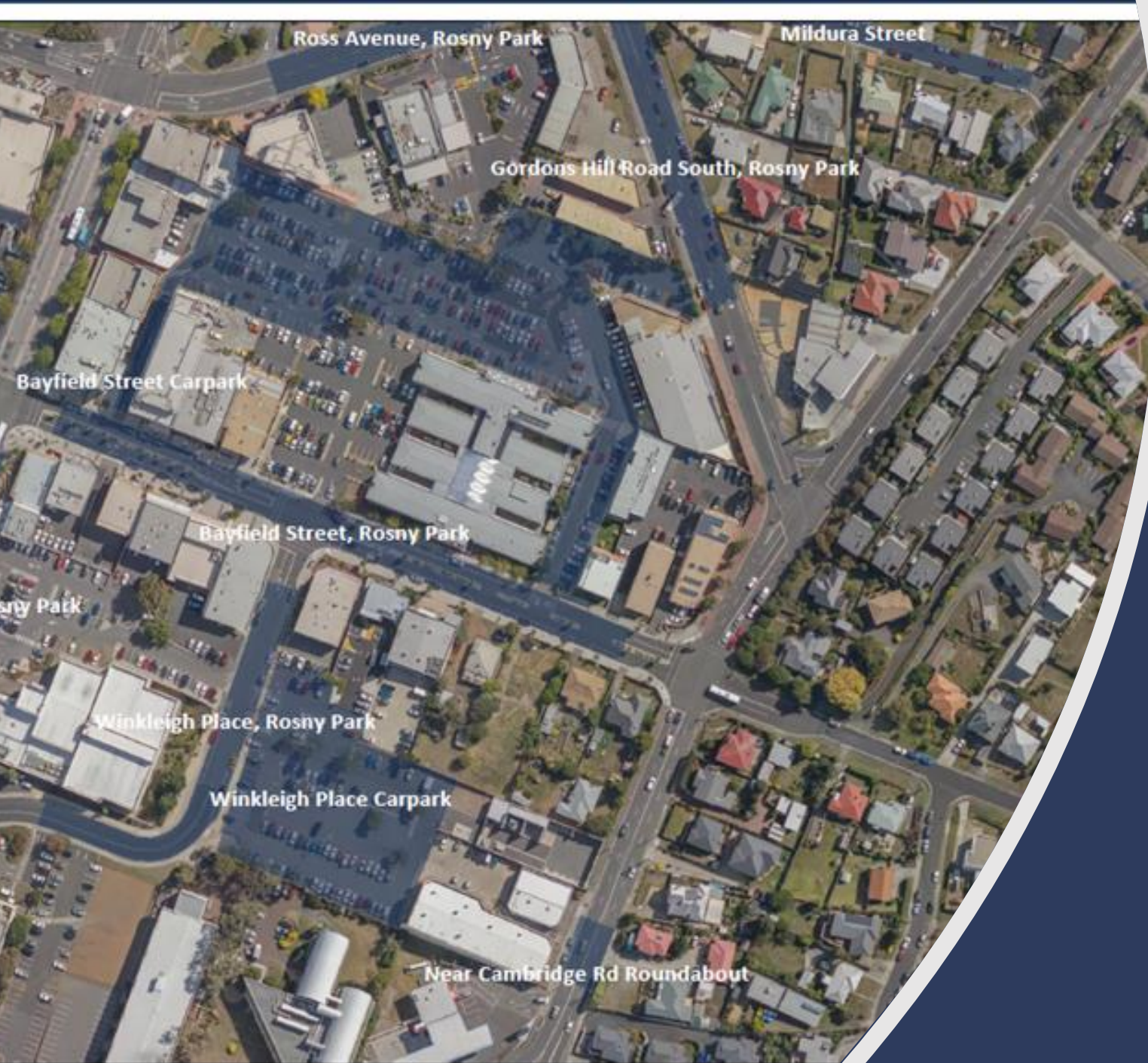




Clarence City Council

Parking Data Consultation

Community feedback

January 2023

Consultation

- Table of Contents
 - Project background
 - Methodology & Consultation overview
 - Survey results
 - Next steps
 - Appendix
 - Demographics
 - Engagement summary – sources of traffic
 - Survey questions



What the Community saw on council Your Say project page

BACKGROUND

Parking Sensor Project – Kangaroo Bay, Rosny Park and Bellerive

As part of the Annual Plan and Estimates 2022-2023 program, Clarence City Council is installing approximately 1000 parking sensors across Kangaroo Bay, Rosny Park, and Bellerive. The sensors will provide real-time parking information for these key locations (see [maps](#)).

Several community benefits were identified in having the sensors installed, including:

1. Providing council with parking data to enhance decisions regarding parking management, including reviewing restriction times, across the city.
2. Allow council to share real-time parking data, for parking bays that have sensors with the public, including live parking availability and parking restriction information (such as 15-minute, 30-minute, one-hour, or two-hour time limits or accessible only parking bays).
3. Continue to improve the way we manage vehicle turnover in restricted bays, especially vehicles that have overstayed their time limit. This will enable more customers through the door to local businesses.

The community having access to live parking data is expected to assist in improving traffic flow by providing information in real-time on availability and restrictions.

Before we develop any applications and to assist council in making sure it shares the right parking data in the best possible way, we are seeking public opinion.

With live parking data expected to be available in the new year, we are currently looking at the various ways we will be able to share the information.

Some of the ways we can share this data will take more time and effort to provide than others. For example, to put up digital signage with live parking data could take several years but displaying it on the council website could be done within weeks of having it available.

The survey will provide council with information on what information is most important to the community. This could include:

- Current parking availability in areas with sensors in parking bays.
- Time restrictions for parking bays.
- Location of council patrolled accessible parking bays.
- When restricted time is running out for a parking bay with a sensor.

It will also provide council with information on how community want this data shared with them, including options such as websites, phone apps, in-car navigation, and digital billboards.

Finally, council will seek opinions on how else the public expect to see the data used for community benefit.

The areas where parking sensors are being installed can be seen on the included [maps](#). The areas in blue will be installed from October 2023 and will have data available in the new year and the area in yellow, will likely be installed in February 2024 and be operational shortly thereafter.

Data will be available following a period of testing and calibration. Council will update the community when the sensors are due to go live and how the data will be made available.

Installation will be undertaken outside of business hours. Council will work to ensure minimal disruption to residents and lease owners. Access to properties will be maintained for the duration of the works, but relevant parking bays will be temporarily unavailable during the installation process.

Please let us know what you think by completing the survey below between **October 19 and November 16 2023**.

Consultation methodology

- **Timeframe:**
 - Four weeks from October 19 and November 16 2023
- **Key consultation approach and activities:**
 - Your Say survey online
- **Responses:**
 - 36 survey responses – low level of responses mean the results are indicative only
 - 79 Facebook comments were also received (see appendix)
- **Communication and promotion key moments:**
 - Council website and featured on council Your Say page
 - Facebook post during the consultation period (one only due to unexpected negative feedback which is not typical on engagement posts)
 - Eastern Shore Sun ads
 - Flyers and surveys in foyer of council
 - Pop up at Springfest cancelled due to rain



We have recently installed parking sensors in Rosny, Kangaroo and Bellerive (don't worry, parking is still free 🤖). These sensors will provide us with helpful data and we're keen to hear your thoughts on how we could use that information to benefit the whole community.

This data could be used to provide services such as:

- ✓ Live tracking on parking availability (so you know where you can park before you arrive)
- ✓ Inform parking decisions in the future and restriction times
- ✓ improve traffic flow and parking turnover (so you can get in and out when you need to)

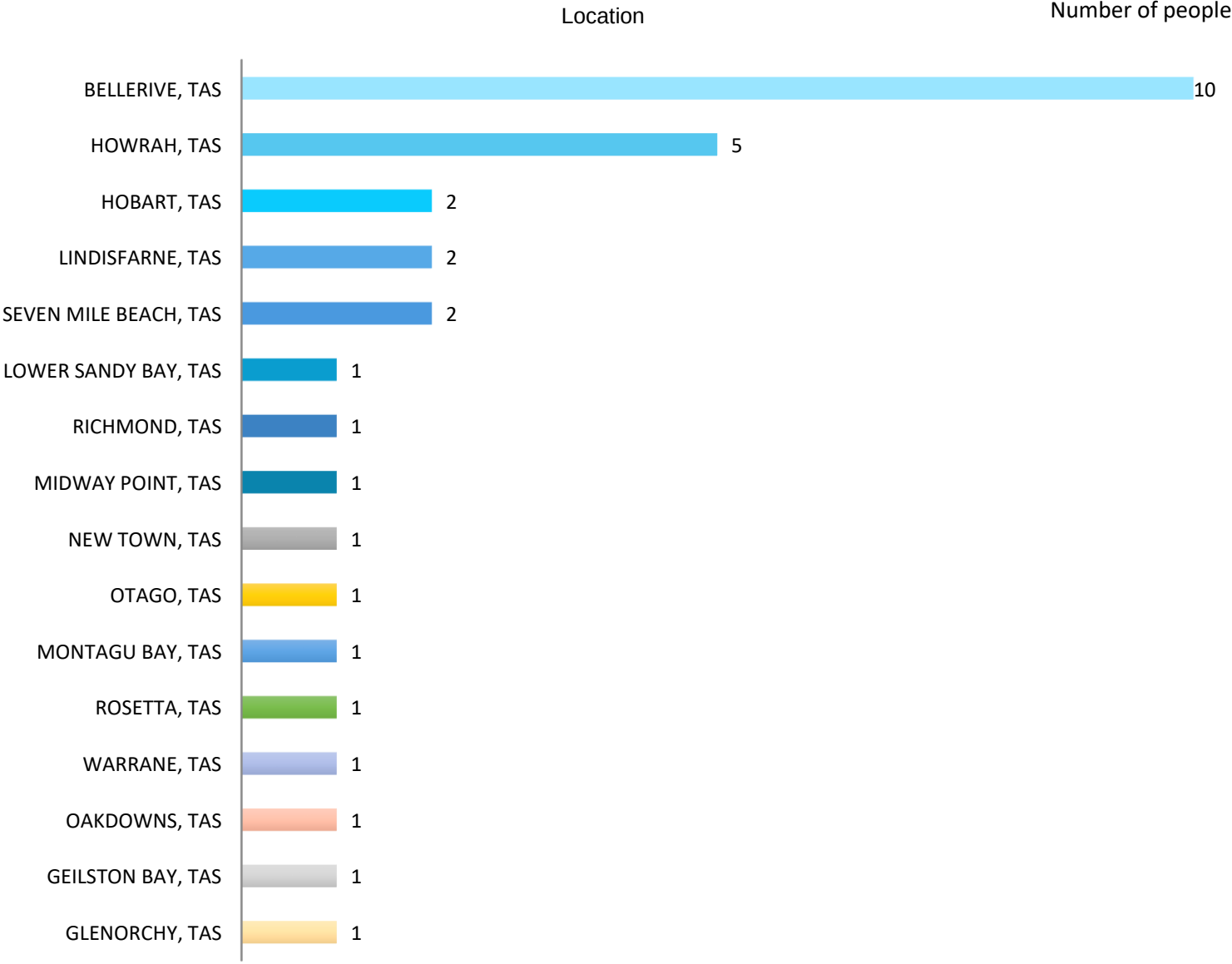
Find out more and tell us what you think on the Your Say website 🙌

<https://bit.ly/3shaJgD>

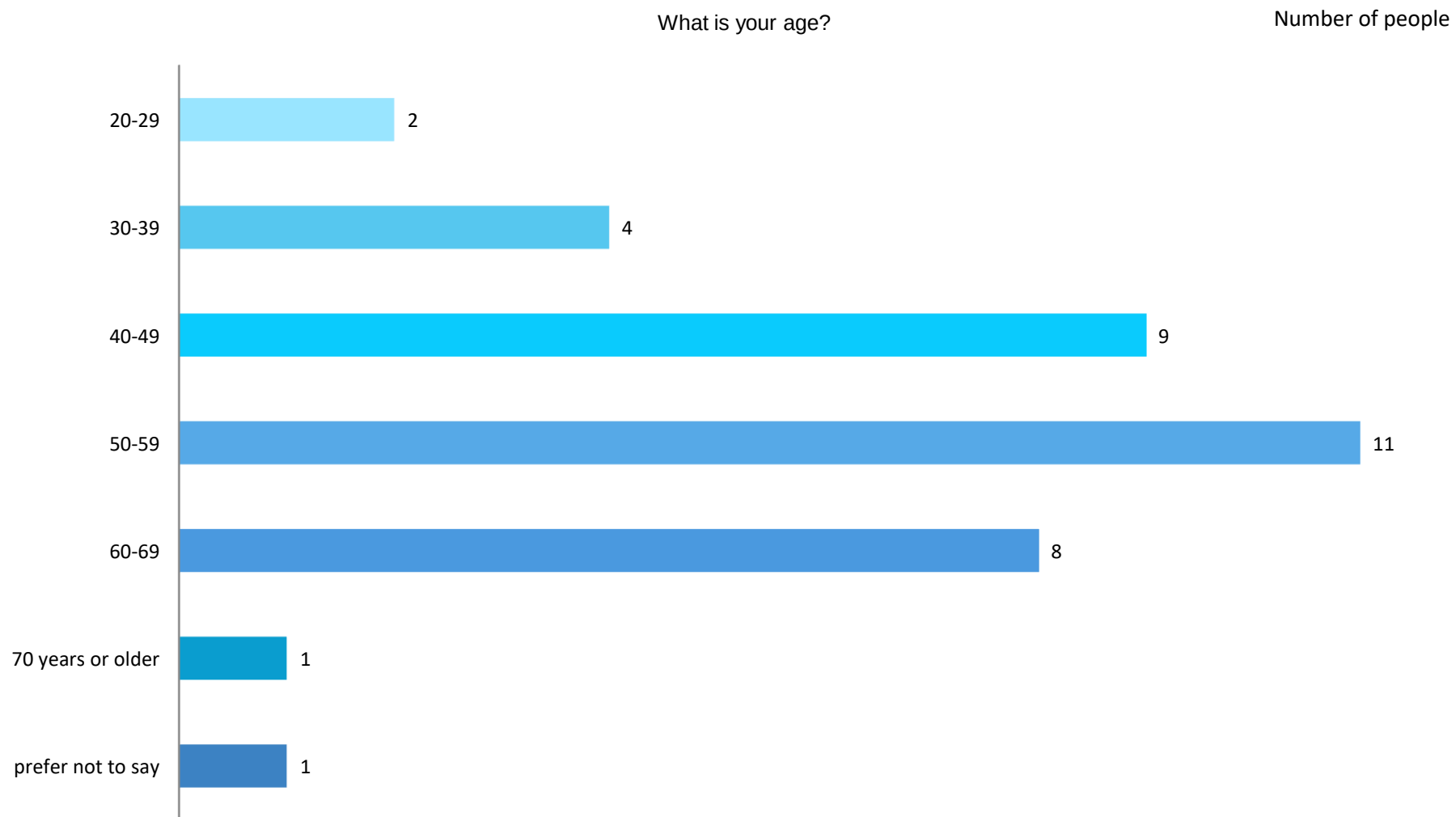


Location

- Responses from residents and visitors to Clarence

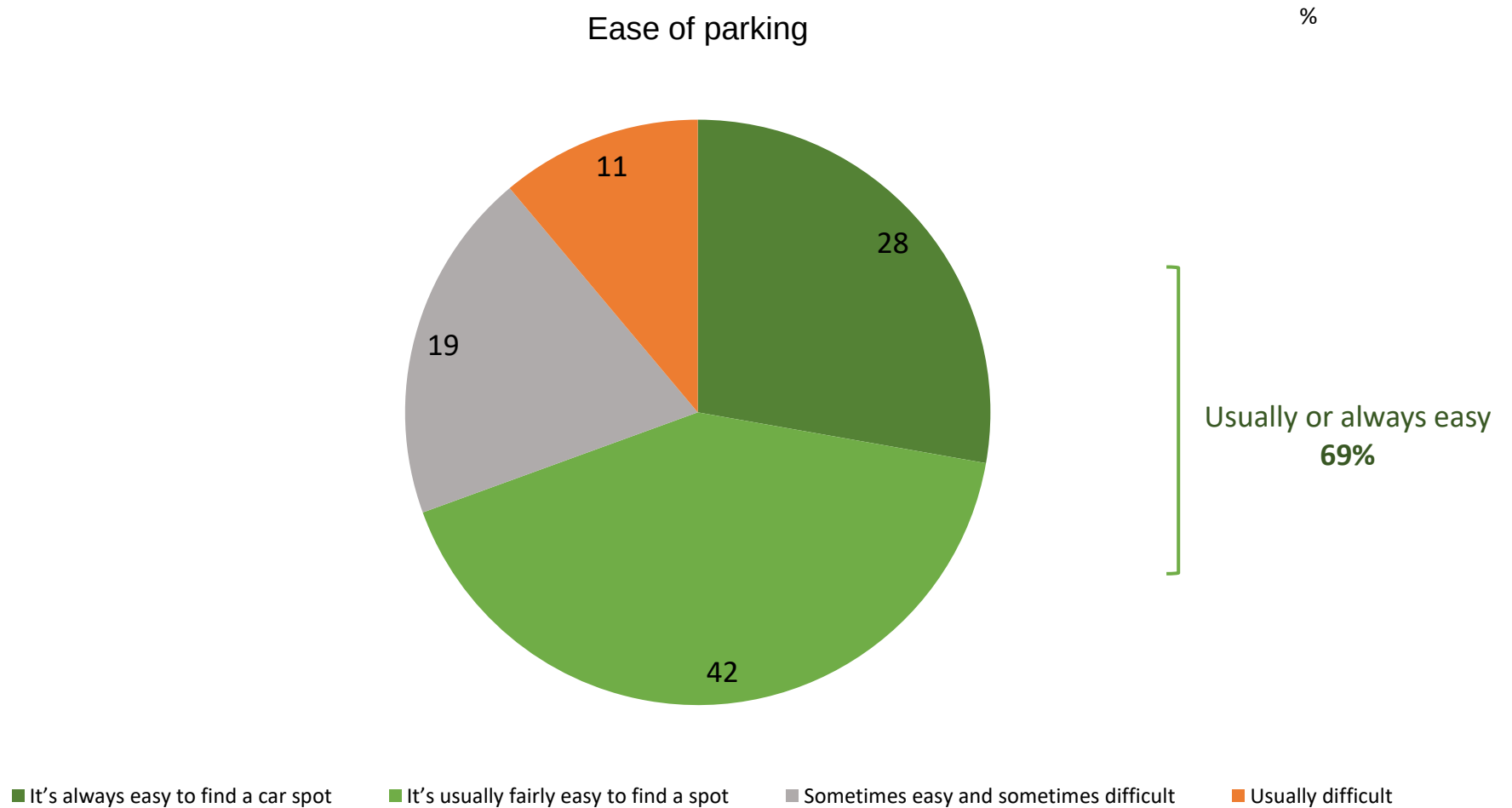


Age



Ease of parking

- 7 in 10 usually or always find it easy to find a park across the focus areas



Perceived Benefit Summary

	✓	✗
Knowing allowed length of stay in a particular area or spot	78%	8%
Knowing the busy places to avoid where there is no parking when I want to park	71%	20%
Improving council's understanding of parking usage and needs (to inform parking strategy)	69%	14%
Location of accessible parking spaces (for people with a disability parking permit)	66%	26%
Availability of accessible spaces (for people with a disability parking permit)	64%	25%
Knowing where there are general areas with low, medium and high availability of parking spaces	64%	22%
Phone alerts that let me know when my parking time is running out	64%	19%
Providing all parking data as open source available to anyone interested	64%	22%
Knowing where there are specific parking spaces available	61%	25%
For council to monitor overstay and make parking fairer for everyone	61%	14%
Digital billboards (not too large) that show parking space availability in strategic locations	53%	19%

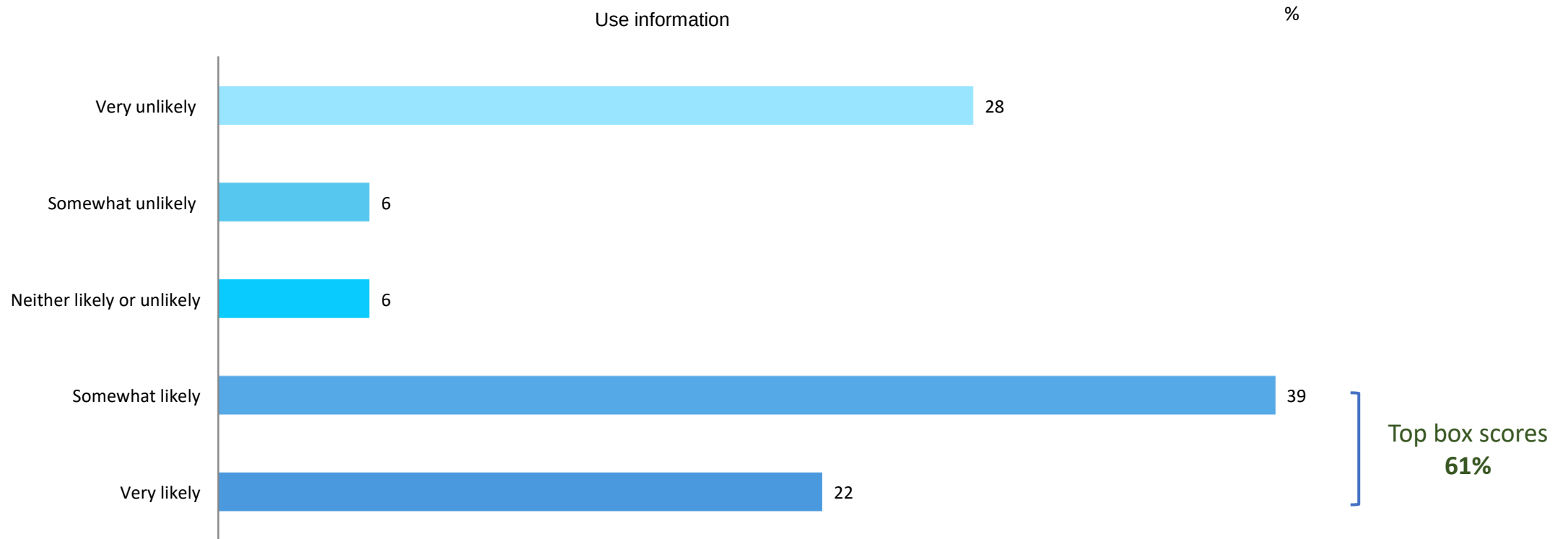


Clarence... a brighter place

Which of the following do you feel are benefits to the community of parking data? Please answer on a scale of 1-5 where 1 is strongly disagree, and 5 is strongly agree

Likelihood of using information

- 6 in 10 say they will use parking data, 2 in 10 say they are very likely



Ways of accessing data Summary

A parking information app



56%



33%

Integrated with in-car navigation to use while driving in the area looking for a park

50%

25%

As a map available on a website

46%

31%

I don't expect that I would look up parking information however it was made available

30%

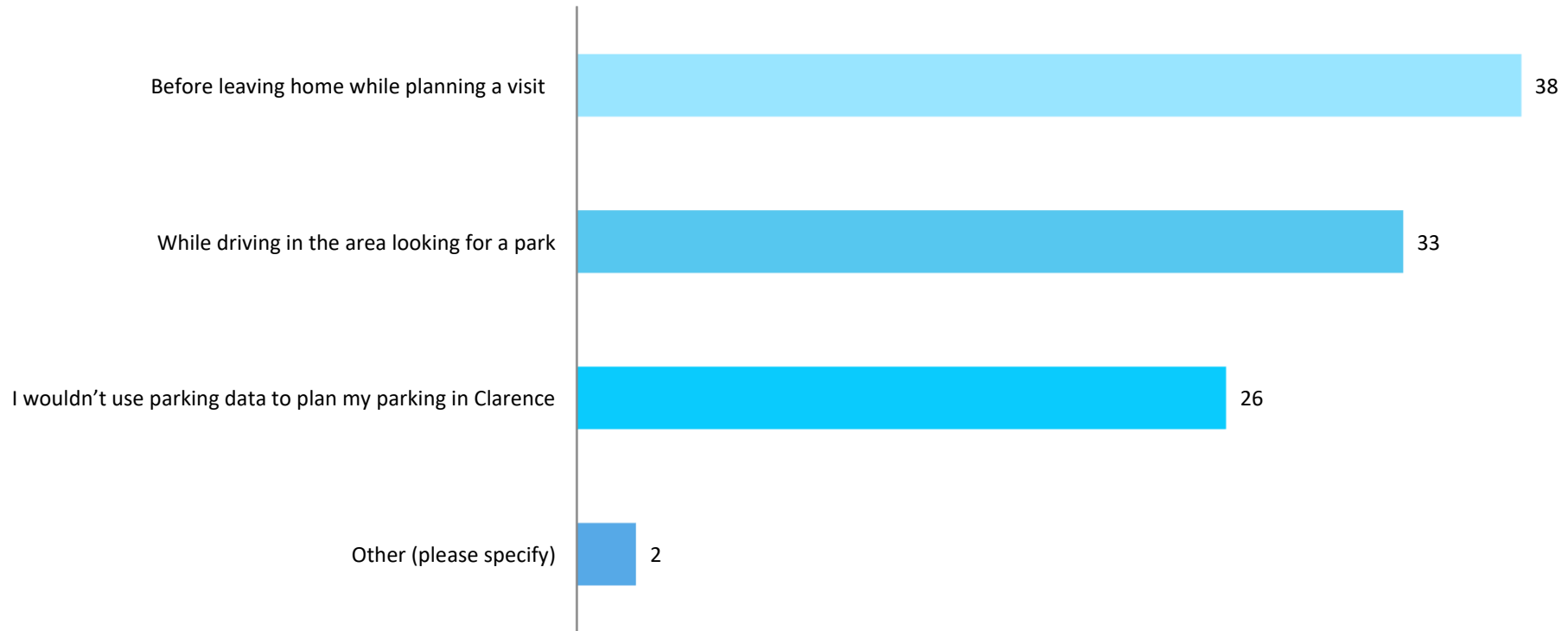
55%



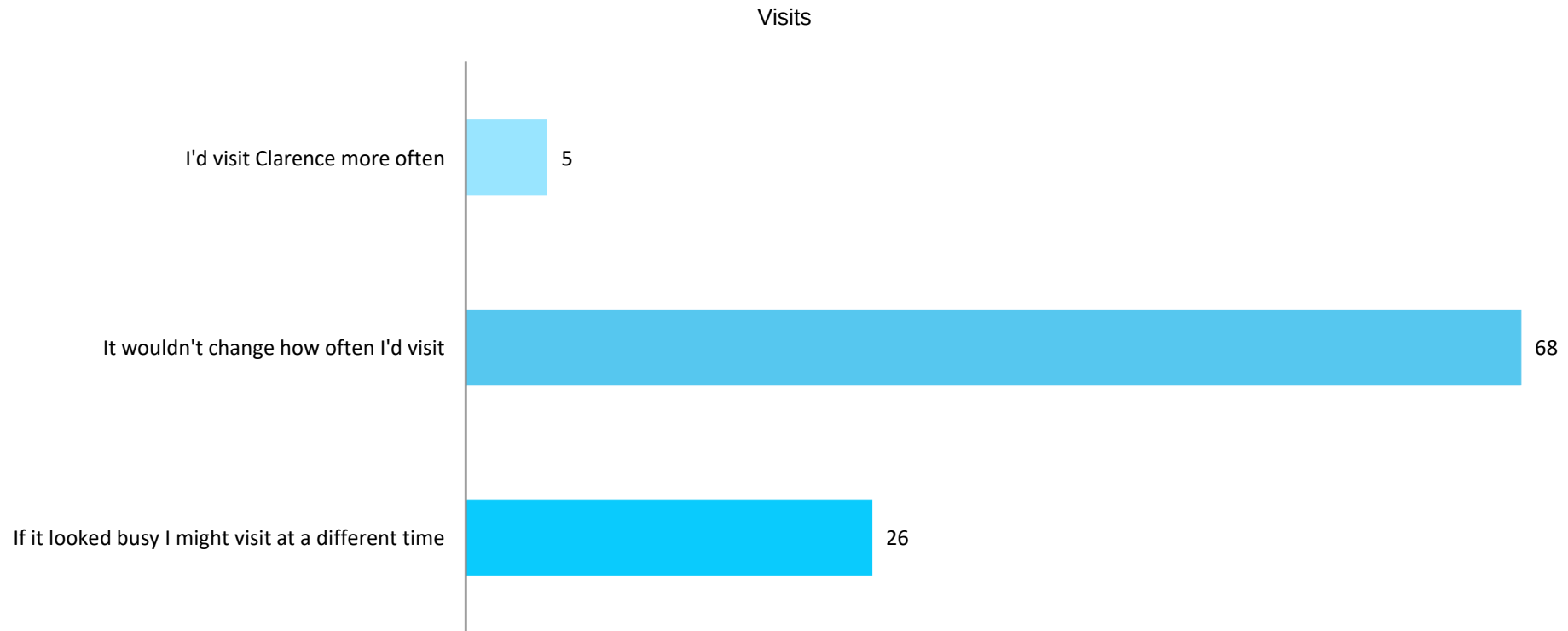
Clarence... a brighter place

How likely are you to use parking data if it was available in the following ways? Please answer on a scale of 1-5 where 1 is strongly disagree, and 5 is strongly agree

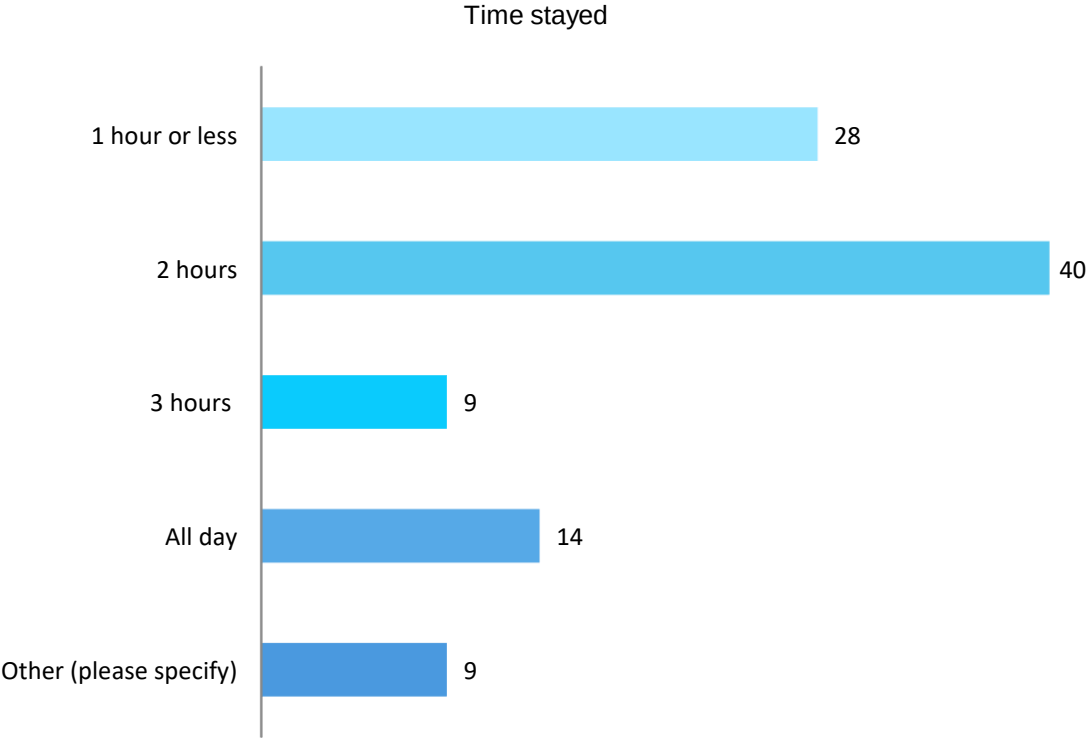
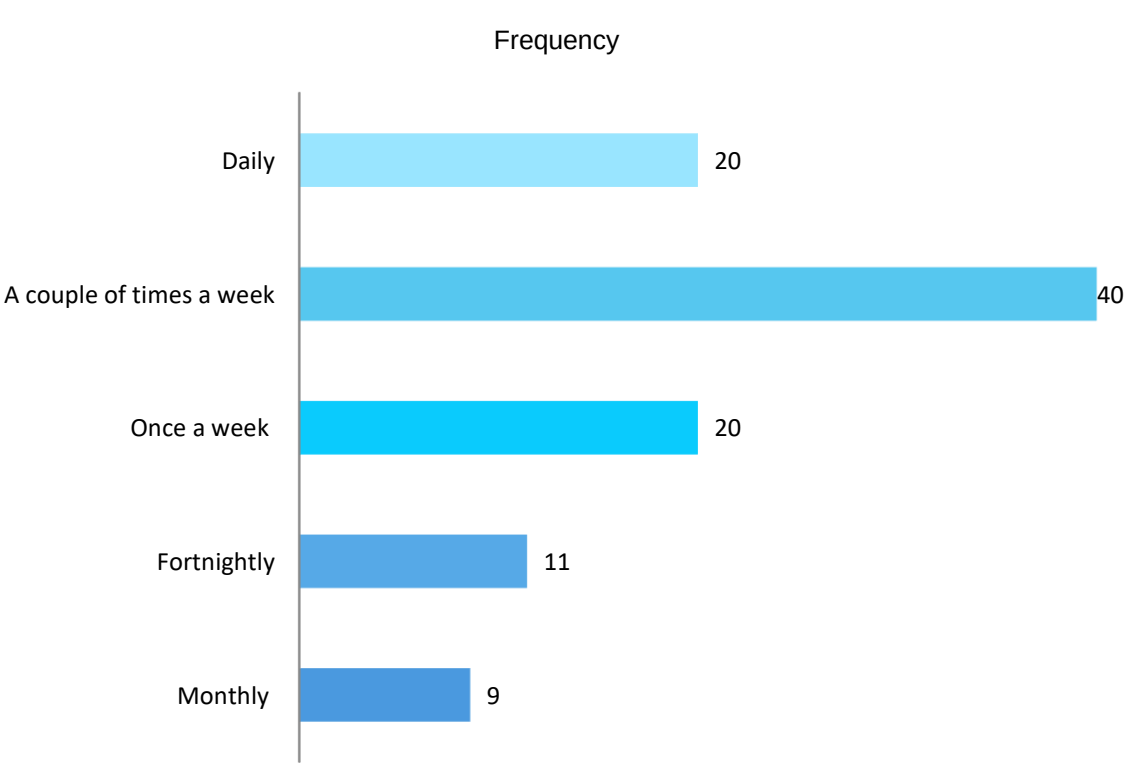
When would you use the data?



Change to visitation



Frequency and time stayed

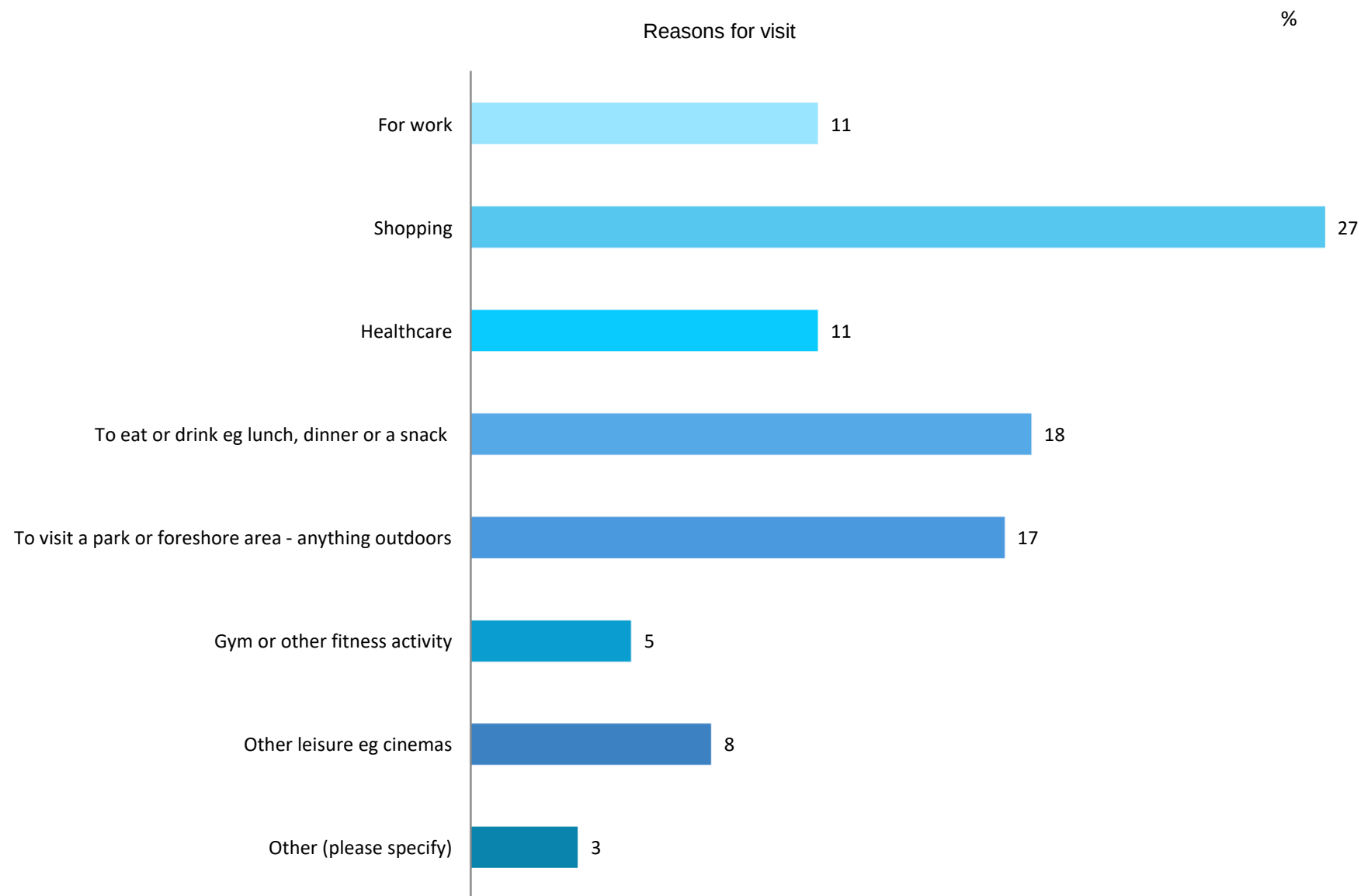


How often do you park in Rosny Park, Bellerive or Kangaroo Bay? Please select the option that best matches
Which of the following best describes how long you typically park for in Rosny Park, Bellerive or Kangaroo Bay when you visit?

%

n=32

Reason for visiting the project area



Appendix

- Survey (available both online and as a hard copy on request)
- Channels
- Detailed responses
- Submissions

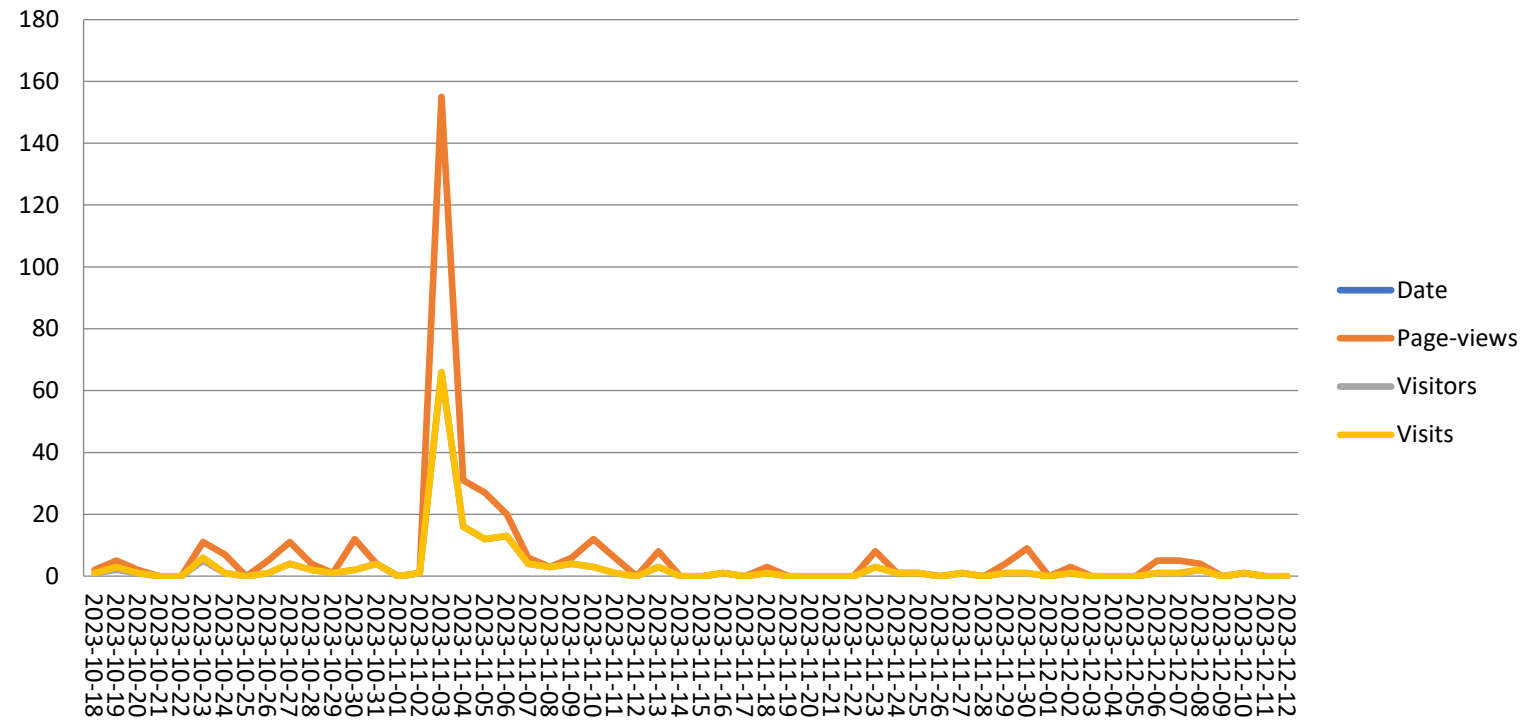


Digital engagement summary

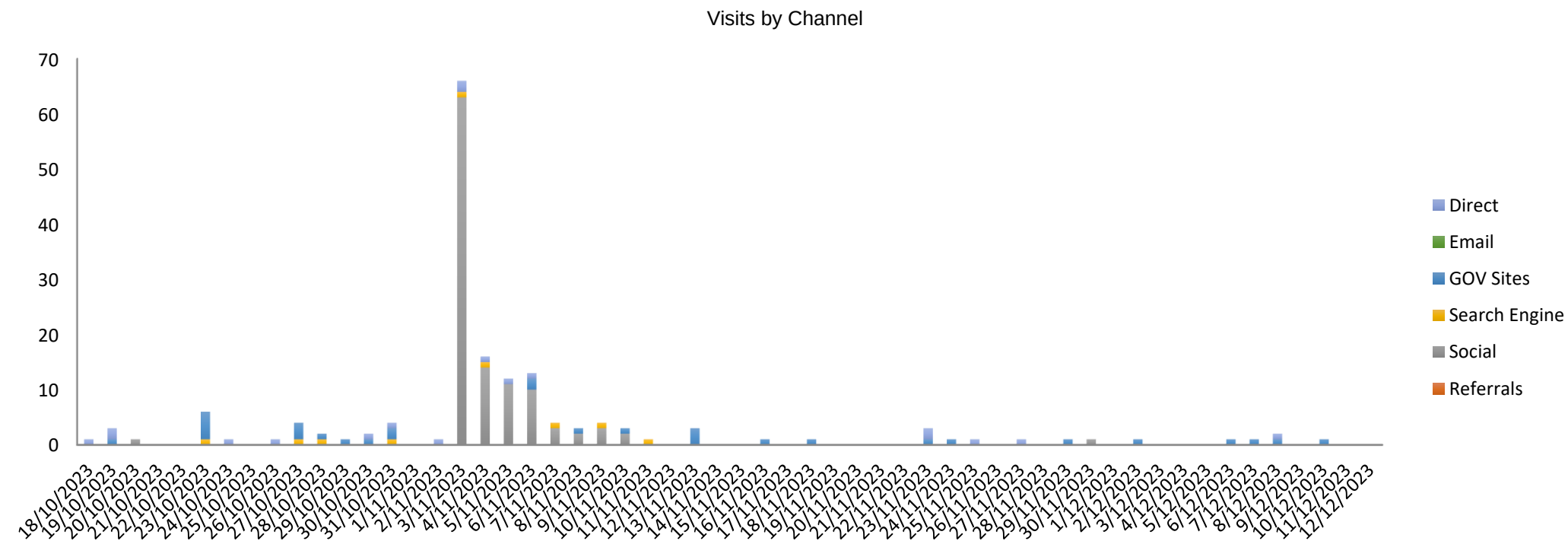
Low level of engagement:

- Total page visits was 168
- Aware visitors was 161
- Informed visitors was 82
- Completed the surveys was 36

Visitors Summary



Key channels for website engagement



Perceived Benefits

Phone alerts that let me know when my parking time is running out		Knowing the busy places to avoid where there is no parking when I want to park		Knowing where there are general areas with low, medium and high availability of parking spaces		Knowing allowed length of stay in a particular area or spot		Availability of accessible spaces (for people with a disability parking permit)	
Strongly disagree	17	Strongly disagree	14	Strongly disagree	14	Strongly disagree	14	Strongly disagree	11
Somewhat disagree	6	Somewhat disagree	6	Somewhat disagree	8	Somewhat disagree	3	Somewhat disagree	3
Neither agree nor disagree	14	Neither agree nor disagree	9	Neither agree nor disagree	14	Neither agree nor disagree	6	Neither agree nor disagree	22
Somewhat agree	8	Somewhat agree	26	Somewhat agree	19	Somewhat agree	36	Somewhat agree	25
Strongly agree	56	Strongly agree	46	Strongly agree	44	Strongly agree	42	Strongly agree	39

Providing all parking data as open source available to anyone interested		Location of accessible parking spaces (for people with a disability parking permit)		Knowing where there are specific parking spaces available		For council to monitor overstay and make parking fairer for everyone		Improving council's understanding of parking usage and needs (parking strategy)		Digital billboards (not too large) that show parking space availability in strategic locations	
Strongly disagree	14	Strongly disagree	9	Strongly disagree	17	Strongly disagree	25	Strongly disagree	17	Strongly disagree	28
Somewhat disagree	6	Somewhat disagree	3	Somewhat disagree	8	Somewhat disagree	11	Somewhat disagree	3	Somewhat disagree	11
Neither agree nor disagree	17	Neither agree nor disagree	23	Neither agree nor disagree	14	Neither agree nor disagree	3	Neither agree nor disagree	11	Neither agree nor disagree	8
Somewhat agree	28	Somewhat agree	31	Somewhat agree	31	Somewhat agree	31	Somewhat agree	44	Somewhat agree	36
Strongly agree	36	Strongly agree	34	Strongly agree	31	Strongly agree	31	Strongly agree	25	Strongly agree	17

Ways of accessing data

Integrated with in-car navigation to use while driving in the area looking for a park	
Strongly disagree	19
Somewhat disagree	6
Neither agree nor disagree	25
Somewhat agree	19
Strongly agree	31

A parking information app	
Strongly disagree	22
Somewhat disagree	11
Neither agree nor disagree	11
Somewhat agree	31
Strongly agree	25

As a map available on a website	
Strongly disagree	26
Somewhat disagree	6
Neither agree nor disagree	23
Somewhat agree	34
Strongly agree	11

I don't expect that I would look up parking information however it was made available	
Strongly disagree	27
Somewhat disagree	27
Neither agree nor disagree	15
Somewhat agree	15
Strongly agree	15

Facebook comments were mostly negative

1w Like Reply Hide

Jane Mitchell
It had to happen sometime!

1w Like Reply Hide

Elizabeth Frost
Just another step to limits on parking and then say goodbye to the popularity of the ferry!

1w Like Reply Hide

Kerri-ann Hurst
Can you please provide information where all day parking will be allocated for workers? I am sure the residents in the local area are becoming upset with the amount of parking outside one's homes!

1w Like Reply Hide

Steph Webb
Kerri-ann Hurst they definitely are. Ask anyone in Veronica St in Bellerive how difficult it is to park outside their own house or enter/exit the street during the week.

1w Like Reply Hide

David Frost
Far more efficient way of monitoring time zones. Improves turnover of parking spaces.

1w Like Reply Hide

Li Ki Ta
Part of the smart cities initiative, nothing smart about it, surveillance, monitoring, analysis technology

1w Like Reply Hide

Anthony Davey
I can't believe they have invested capital into this technology and are asking us how to use the data, they should have figured that out before buying and installing them.



1w Like Reply Hide

Chris Griggs
Anthony Davey community consultation isn't constructive?

1w Like Reply Hide

Louise Barwin
Chris Griggs consultation would normally happen BEFORE something not AFTER it's done

1w Like Reply Hide

Chris Griggs
they're consulting on what to use the data for, not if they should buy them

1w Like Reply Hide

Eliza Azile
Anthony Davey they already know how they're going to use the data.

1w Like Reply Hide

Matt Carne
'Helpful data' to enable us to book you more efficiently.
One more avenue towards revenue raising from the people that employ you.

1w Like Reply Hide

Laura McBai
Looks like lots more fines will be issued!

1w Like Reply Hide

Karen Wilson
And the next step will be parking meters

1w Like Reply Hide

Shannon Talty Heard
I hope you are all making your comments to the CCC for feedback and not just commenting on here.
There's much better use of Council funds than this. We need to squash this before it takes off!

1w Like Reply Hide

Michael Lee
Shannon Talty Heard it's a done thing, they're already installed.

1w Like Reply Hide



Facebook comments

1w Like Reply Hide

Teejay Fox
One step towards parking meters
1w Like Reply Hide 32

Angela Broderick
Hard waste went over budget so cancel it for us, but can buy BYD electric fleet cars, Tesla and sensors 🙄
1w Like Reply Hide

Colleen Wiggins
Saw that sucks
1w Like Reply Hide

Graeme Byrd
The "storm" is coming.
1w Like Reply Hide

Viv Sargent
Lol too funny
This is just to monitor who is overstaying the time limits and nothing more
1w Like Reply Hide 11

Jarrold Gibson
Viv Sargent well, theres one positive already 😊
1w Like Reply Hide

Michael Lee
Viv Sargent to monitor who's overstaying and fine them.
1w Like Reply Hide

Lou Dickman
It's a slippery slope... 2
1w Like Reply Hide

Karen Street
So you would need to be on your phone, driving, to check where there's a park? Sounds like revenue raising for police.
1w Like Reply Hide

Lee-anne Noye
Waste of money
1w Like Reply Hide

Lou Dickman
It's a slippery slope... 2
1w Like Reply Hide

Shana Smith
It's been noted above, but what about the workers in the area?
We can't all 'just drop work' and move our car every 2 hours. You have supplied the smallest amount of all day parking on Winkleigh place but if you're not there by 8am, well don't even bother. Have a look at all the workplaces on Bayfield St - Ross Avenue. Business' have moved to the area to support the area and now will be penalised and move away.
You can't tell me that parking sensors aren't allowing your ticket people to know more. Parking tickets in our office spiked dramatically since the sensors have been installed.
1w Like Reply Hide Edited

Tony Scavone
Waste of rate prayers money, we're losing population so where is the sudden need going to come from 😬
1w Like Reply Hide Edited

Shannon Talty Heard
There is also a proposal for an AFL sports centre at the Rosny golf course. If that goes ahead, these parking sensors will be used for that. CCC is so sneaky! Getting all their chess pieces in place. Empire building instead of community building.
1w Like Reply Hide 5

Jerri Hursey
Interesting.. What are they really going to be used for.
1w Like Reply Hide

Bradley Ryan
Do you think we are stupid next step meters are installed I suppose we need to pay for all the staff the council have running around maybe a clean out there first just saying
1w Like Reply Hide 5

Maur Blackburn
Councils don't spend money if they don't make money. No other reason but to install parking meters.
I'll add - remember what happened in North Hobart when they installed parking meters
1w Like Reply Hide 5



What was asked

Parking Data Survey

Thank-you for taking part in this survey.

Clarence City Council is installing approximately 1000 parking sensors across Kangaroo Bay, Rosny Park, and Bellerive. The sensors will provide real-time parking information for these key locations that council would like to share with the community.

We want your opinion on what data you would like us to share and how you would like to access it.

The survey should take no longer than 5 minutes to complete. We will also ask a few general questions about you at the end of the survey.

We are looking for frank and honest answers. We assure you that your responses will be kept strictly confidential, and data will be reported in an aggregated form that will not identify you.

This survey is about sharing Parking data with the community and how council might use this data. The council's position remains unchanged with respect to not introducing paid parking.

You will be submitting this survey as **Alexis Clarke**, to change this [logout](#)

0% answered

Thank you for your interest in sharing your opinions about parking data and how we might use it.

Attitudes to parking in Clarence focusing on Rosny Park, Bellerive and Kangaroo Bay.

1. When you drive into Rosny Park, Bellerive or Kangaroo Bay, which of the following best describes your experience of parking availability?

- ☐ It's always easy to find a car spot
- ☐ It's usually fairly easy to find a spot
- ☐ Sometimes easy and sometimes difficult
- ☐ Usually difficult
- ☐ Always difficult to find a spot near where I need to be

2. Which of the following do you feel are benefits to the community of parking data?
Please answer on a scale of 1-5 where 1 is strongly disagree, and 5 is strongly agree

Knowing where there are specific parking spaces available

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

Knowing where there are general areas with low, medium and high availability of parking spaces

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

Knowing the busy places to avoid where there is no parking when I want to park

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

Improving council's understanding of parking usage and needs (to inform parking strategy)

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

Knowing allowed length of stay in a particular area or spot

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

Location of accessible parking spaces (for people with a disability parking permit)

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

Availability of accessible spaces (for people with a disability parking permit)

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

Phone alerts that let me know when my parking time is running out

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

For council to monitor overstays and make parking fairer for everyone

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

Digital billboards (not too large) that show parking space availability in strategic locations

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

Providing all parking data as open source available to anyone interested

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

What was asked

3. Thinking about parking availability data. How likely are you to use this information?

Use information

- ☐ Very unlikely ☐ Somewhat unlikely ☐ Neither likely or unlikely ☐ Somewhat likely ☐ Very likely

4. How likely are you to use parking data if it was available in the following ways?
Please answer on a scale of 1-5 where 1 is strongly disagree, and 5 is strongly agree

As a map available on a website

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

A parking information app

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

Integrated with in-car navigation to use while driving in the area looking for a park

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

Another way

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

I don't expect that I would look up parking information however it was made available

- ☐ Strongly disagree ☐ Somewhat disagree ☐ Neither agree nor disagree ☐ Somewhat agree ☐ Strongly agree

5. Thinking about using parking availability information. When would you use it?

- ☐ Before leaving home while planning a visit
- ☐ While driving in the area looking for a park
- ☐ I wouldn't use parking data to plan my parking in Clarence
- ☐ Other (please specify)

6. If you could access data about available parking in Clarence would this change how often you visit?

- ☐ I'd visit Clarence more often
- ☐ It wouldn't change how often I'd visit
- ☐ If it looked busy I might visit at a different time

7. Is there anything else you would like to tell us?

What was asked

8. Lastly, some questions about you..

Which suburb do you live in?

Select option

9. What is your age?

☐ Under 19 years

☐ 20-29

☐ 30-39

☐ 40-49

☐ 50-59

☐ 60-69

☐ 70 years or older

☐ prefer not to say

10. How often do you park in Rosny Park, Bellerive or Kangaroo Bay? Please select the option that best matches

☐ Daily

☐ A couple of times a week

☐ Once a week

☐ Fortnightly

☐ Monthly

☐ A few times a year

☐ Once a year or less often

11. Which of the following best describes how long you typically park for in Rosny Park, Bellerive or Kangaroo Bay when you visit?

☐ 1 hour or less

☐ 2 hours

☐ 3 hours

☐ All day

☐ Other (please specify)