

ATTACHMENTS UNDER SEPARATE COVER

ITEM ATTACHMENT DETAILS

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iGO Parking Action Plan

Technical Report



13 February 2024



iGO Parking Action Plan
Technical Report



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This document has been prepared for:




Contact: James MacArthur
Transport Planner
Ipswich City Council
07 3810 7973
james.macarthur@ipswich.qld.gov.au

This document has been prepared by:



Contact: Tim Boxall
PSA Consulting (Australia) Pty Ltd
PO Box 10824, Adelaide Street, Brisbane QLD 4000
Telephone +61 7 3220 0288
tim@psaconsult.com.au
www.psaconsult.com.au

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LIST OF ACRONYMS

ICC	Ipswich City Council
iGO	City of Ipswich Transport Plan
LGA	Local Government Area
PAP	Parking Action Plan
SYI	Shape Your Ipswich
TMR	QLD Department of Transport and Main Roads

1 INTRODUCTION

PSA Consulting has been engaged by Ipswich City Council (ICC) to prepare the iGO Parking Action Plan (PAP). The PAP project will guide the planning, provision and management of parking, in alignment with the overarching City of Ipswich Transport Plan, iGO, which outlines the masterplan for Ipswich's transport future. While some parking strategies and policies do exist for the city these are focused on the Ipswich City Centre and do not take into account the broader local government area, nor the Springfield Town Centre.

Parking is one of the biggest challenges facing local governments like ICC as the impacts of population growth, increased traffic and congestion, and the associated demands on transport infrastructure (including parking) can often require significant attention, resources, and investment.

1.1 PROJECT CONTEXT

Key parking policy focuses within iGO include embracing new technologies to improve parking efficiency, managing parking to support economic vitality and sustainable transport use and promoting the benefits of a parking culture based on demand management rather than demand satisfaction. Action P15 of iGO states the following:

"Update the Ipswich Parking Strategy to reflect changes to land use and parking across the city. Evaluate the success of the strategy and use this information in its revision."

Further high level actions related to parking contained in iGO are as follows:

- *Continue to implement and revise the Ipswich Parking Strategy and Ipswich City Centre Commuter Parking Action Plan including:*
 - *Parking prioritisation hierarchy*
 - *Parking Management Plans (for various precincts in the Ipswich City Centre)*
 - *Parking Pricing Strategy*
- *Revise the parking rates in the Ipswich Planning Scheme to promote sustainable travel behaviour*
- *Enabling new parking related technologies*

Parking policies can affect land use patterns, amenity of local streets, public and active transport use, levels of car-dependence and traffic congestion. As the city evolves, Council will need to take a more strategic approach to the provision, management and pricing of parking to ensure that it is balanced with a sustainable transport future, particularly in the Ipswich City Centre and the Springfield Town Centre.

Table 1 outlines iGO's parking policy focus with the aim of assisting with the management of parking spaces, supporting local business and encouraging travel behaviour change as part of a new parking paradigm of parking demand management rather than demand satisfaction.

Table 1: iGO Parking Policy Focus (Source: ICC)

POLICY FOCUS	DESCRIPTION
Balance Supply and Management Outcomes	<i>Strategically manage car parking to support economic vitality, balance the parking needs of all users and promote sustainable transport use.</i>
New Technology	<i>Improve parking efficiency through new technology.</i>
Public Education	<i>Promote the strategic long-term benefits of changing the parking culture in a growing city.</i>

A summary of the content of iGO is shown in Figure 1.

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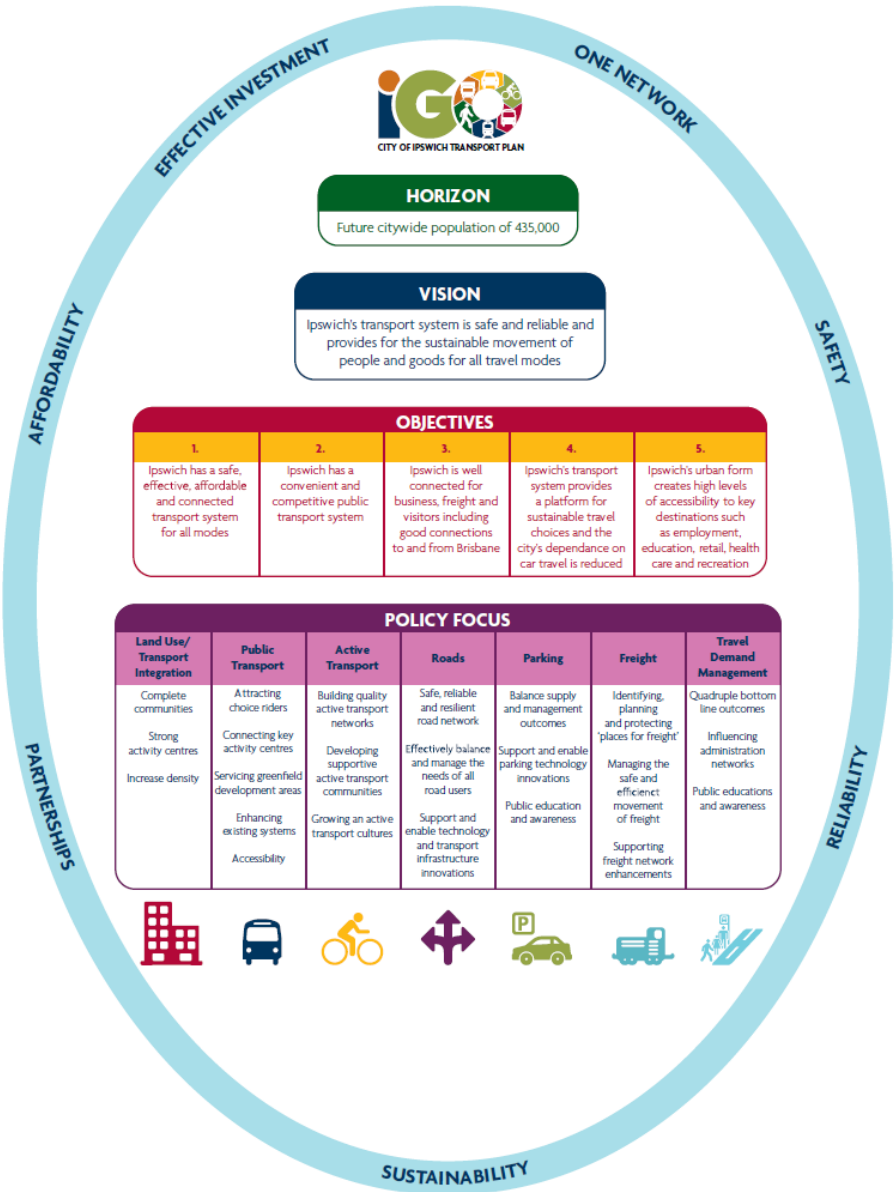


Figure 1: iGO Summary (Source: ICC)

The delivery structure of iGO is shown in Figure 2.

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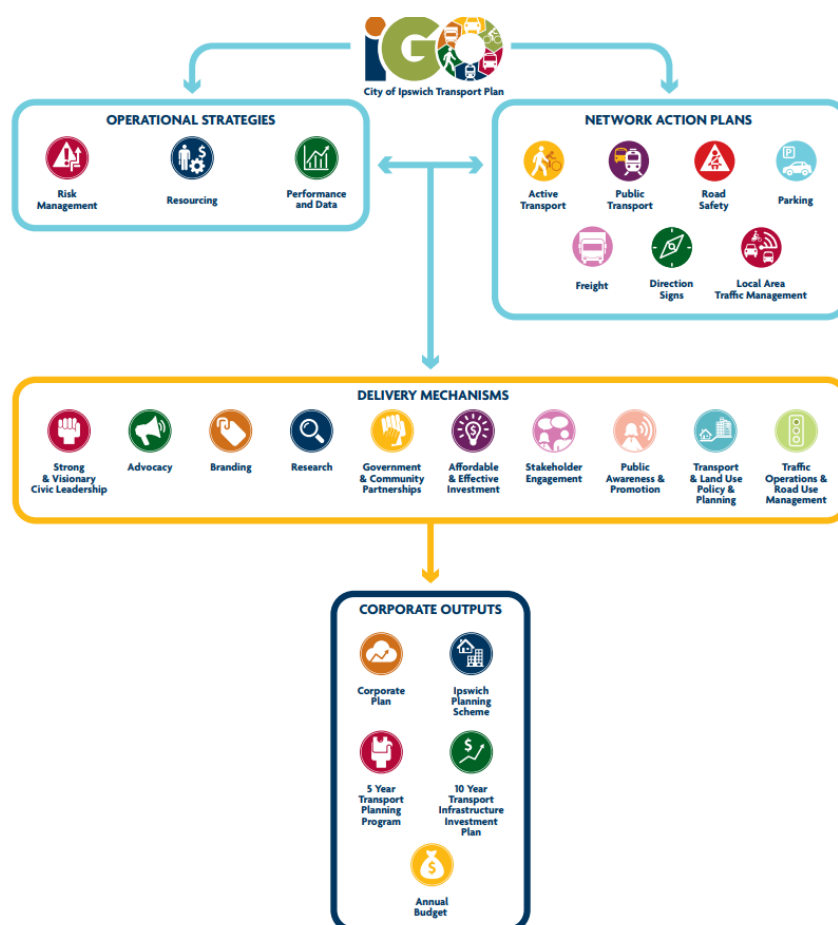


Figure 2: iGO Delivery Structure (Source: ICC)

The PAP will respond to and develop on the relevant actions identified in iGO.

1.2 PROJECT OBJECTIVES

The objectives of the project are to:

- Predict future parking across the Local Government Area (LGA), understand the policy framework for parking in Ipswich and gather best practice principles for implementation through research and consultation with community and key stakeholders.
- Develop the vision, goals and objectives to guide parking actions and initiatives within the iGO policy framework.
- Develop the actions and initiatives that will achieve the vision, goals and objectives for parking in Ipswich, and develop an evaluation framework and implementation plan outlining key responsibilities and timeframes.

1.3 OVERVIEW OF TECHNICAL REPORT

This Technical Report represents a comprehensive summary of all work previously undertaken for the iGO PAP project. It draws on the content contained in the following reports:

- Working Paper #1 – Background and Strategic Context
- Working Paper #2 – Vision, Goals & Objectives

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- Working Paper #3 – Action and Implementation Plan

The Technical Report includes the following sections:

- Background
- Community and Stakeholder Consultation
- Challenges and Opportunities
- Policy Direction
- Aspirations
- Delivery

2 BACKGROUND

The PAP outlines a framework and series of actions to allow Council to make decisions to promote quality place making and liveability with a focus on people and places rather than on parked cars and traffic movement.

Parking encompasses various types of designated spaces for the storage of vehicles. While parking is most commonly associated with cars, it encompasses a variety of non-car types of parking as well. Bicycles can be parked in bike racks or specialised bike storage facilities, ensuring a safe and organised space for cyclists. Similarly, motorbikes and scooters also have designated parking areas. Whilst less common, but emerging, the uptake of electric scooter and micromobility parking are increasingly occurring across the LGA.

Council is actively involved in parking through its roles in:

- Managing public on- and off-street parking facilities through setting time limits, pricing and accompanying enforcement of parking controls.
- Providing parking spaces as part of the street network and with dedicated off-street facilities at activity centres and as part of Council-managed community facilities.
- Regulating on-site parking requirements for development.
- Influencing and advocating other organisations involved in the provision of parking such as state government agencies that provide parking at locations such as train stations.

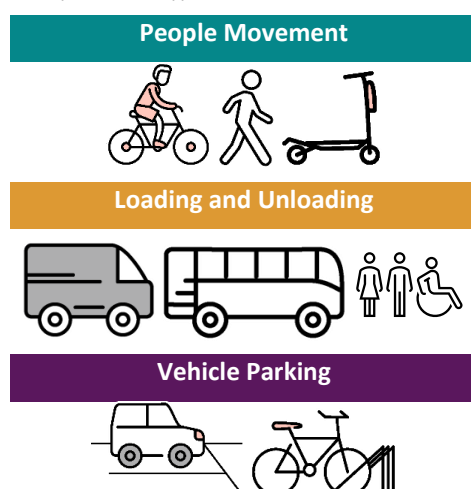
2.1 PARKING AND KERBSIDE MANAGEMENT

As a growing and vibrant city aiming to have well connected transport options, the City of Ipswich must manage a finite amount of road, kerbside and footpath space. There are competing demands for footpaths, footpath dining, streetscaping and landscaping, the need for driveway access, bus zones, loading zones, disabled bays, taxi zones and parking, increasing vehicle traffic, dedicated turning lanes, slip lanes and space for pedestrian crossings. The management of these functions is referred to as parking and kerbside management.

The different uses of kerbside space can generally be classified into four groups:

- People Movement
- Loading and Unloading
- Vehicle Parking
- Placemaking

Examples of the types of kerbside activities that can occur are as follows:



Placemaking



Parking management refers to the tools that local governments use to achieve desired parking outcomes and meet stated objectives for transport and land use.

A range of methods are used by Council to manage parking and kerbside space.

- **Parking controls** (time limited parking, priced parking, use limited parking, no parking areas etc)
- **Prioritising space for specific uses** (through the use of a user priority hierarchy)
- **Enforcement** (including use of technology to ensure compliance)

Pricing and time restrictions play crucial roles in an effective public parking system. These measures are designed to optimise parking availability, encourage turnover and reduce congestion.

In the absence of parking management tools, motorists are not encouraged to limit their stay to a certain time. This can create a perception that there is an under-supply of parking spaces because some motorists may find it difficult to secure an available parking space.

These scenarios can lead to community and stakeholder expectations placed on Council to invest in new parking facilities which are invariably a significant cost.

For effective utilisation of public parking spaces, it is generally optimal to aim for an 85% occupancy rate for on-street public car parking, which roughly translates to about 1 in 6 spaces being open and easily accessible near desired destinations. This allows drivers to select parking locations that align with their intended activities.

When occupancy surpasses 85%, more drivers tend to search for available spots, leading to delays and uncertainty. This situation contributes to increased traffic volume and the likelihood of congestion, ultimately fostering the perception that parking is insufficient.

2.1.1 Parking Types

Vehicle parking can generally be classified as either:

- On-street public parking
- Off-street public parking
- Off-street private parking

On-Street Public Parking

Council is responsible for the management of the majority of on-street parking across the LGA. On-street parking generally attracts the highest demand due to its proximity to destinations¹. On-street parking may be restricted by time limits or pricing to encourage turnover, left unrestricted or used exclusively for particular user types (e.g. loading zones, accessible parking, etc.). On-street parking is located in the roadway, or in the verge if formalised. Parking in the verge is unlawful if unsigned.

Off-Street Public Parking

Council is also responsible for management of several off-street parking facilities across the LGA. Council managed off-street parking facilities are often located in or near activity centres, schools, parklands, and sporting fields. These facilities are typically in the form of an at-grade / surface parking configuration or multi-storey facility.

Off-street parking may be restricted by time limits or pricing to encourage turnover, however the large majority of off-street carparks across the LGA are unrestricted.

¹ Furness, L., 2017, Traffic Engineering and Management, Delbosc, A. & Young, W. (eds.) 7th ed. Clayton, Victoria: Monash University, p 367-401.

Off-Street Private Parking

The majority of off-street parking supply across the LGA is privately owned. Private off-street parking typically provides exclusive use rights for its owner and is typically in the form of residential, staff, customer or service vehicle parking. Private off-street parking has a role in reducing the demand on finite on-street parking supply.

Council has a role in regulating parking requirements for new developments through its land-use planning instruments.

2.1.2 The Role of Council

Local governments have the ability to plan for, provide and manage parking and the kerbside, which is one of the biggest levers in encouraging sustainable land use and transport outcomes and continuing economic growth. There are different categories of parking for which Council either directly manages or has an indirect role in the supply and management of. The PAP specifically includes analysis and actions development for publicly accessible, owned, and operated parking spaces. Private parking is not within the scope of the Plan.

On-Street Parking	Off-Street Public Parking	Off-Street Private Parking	Commuter Parking
<ul style="list-style-type: none"> • Directly managed by Council • Located on the street, within the road reserve • Generally next to passing traffic • May be unrestricted, restricted by time limits or for the exclusive use of particular vehicle types (e.g. Loading Zones, accessible parking, etc.) 	<ul style="list-style-type: none"> • May be directly managed by Council • Located in or near town centres and/or other destinations • May be unrestricted or restricted by time limits • Can either be at-grade or multi-story 	<ul style="list-style-type: none"> • Privately owned and operated parking • For the exclusive use for residents, staff, customers or service vehicles 	<ul style="list-style-type: none"> • Sub-category of off-street public parking • Provided and managed by state government • Overflow from off-street parking may occur on Council managed on-street parking

Figure 3: Parking Types (Source: PSA)

2.1.3 Parking Management

Parking needs to be managed efficiently to balance supply and demand for kerbside space. Benefits of parking management include:

- **Increased Safety:** Effective parking management can help prevent accidents and promote safety by reducing the number of vehicles in the road and reducing the likelihood of collisions.
- **Improved Accessibility:** By ensuring that parking spaces are available and accessible for users who need it the most, it is easier for people to access businesses, homes, and other destinations.
- **Increased Economic Activity:** Proper parking management can help promote economic activity by making it easier for people to access businesses, which can lead to increased sales and profits.

2.2 CURRENT PARKING SITUATION IN IPSWICH

Council manages a variety of both on- and off-street parking spaces throughout the LGA and is responsible for managing and enforcing time restrictions and user limitations, such as parking spaces for people with a disability, bus zones, taxi zones and loading zones. Off-street parking at schools, Council owned/leased car parks in the city centre, parklands and sporting fields is also managed by Council.

2.2.1 Car Parking Supply

Although the PAP considers parking across the entirety of the Ipswich LGA, detailed analysis of the existing parking situation is limited to the Ipswich Central area. This area is subject to annual parking surveys and is where the majority of

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non-residential, public parking occurs. While there are also similar parking demands in Springfield Town Centre, the road network is relatively immature and will continue to expand as further development occurs. As such, there is capacity to continue to provide on-street parking as part of the development of the road network. This is not possible in Ipswich Central where the road network is mature and there is limited opportunity to continue to provide on-street parking.

For the purposes of defining parking supply and demand, Ipswich Central has been divided into several parking precincts based on geometry. It should be noted that these precincts have been used only for the purpose of parking survey analysis and therefore have different names and geographic areas when compared to the parking precincts defined for the kerbside user priority hierarchies.

Parking supply and demand has been captured for the following precincts as shown in Figure 4:

- CBD Core
- CBD Fringe
- Commercial
- Education
- Legal and Government
- Medical
- North Ipswich
- Queens Park
- Top of Town
- West Ipswich



Figure 4: Ipswich Central Parking Precincts - for Parking Utilisation Analysis (Source: ICC)

Parking at the Limestone Park car park has also been included in the analysis.

A summary of the existing parking supply for each of the parking precincts in Ipswich Central is shown in Table 2.

Table 2: Existing Parking Supply (Ipswich Central) (Source: ICC)

PARKING PRECINCT	ON-STREET PARKING	OFF-STREET PARKING	TOTAL PARKING
CBD Core	60	1,016	1,076
CBD Fringe	417	50	467
Commercial	434	366	800
Education	631	83	714
Legal and Government	197	0	197
Medical	594	0	594
North Ipswich	692	52	744
Top of Town	133	41	174
West Ipswich	308	0	308

PARKING PRECINCT	ON-STREET PARKING	OFF-STREET PARKING	TOTAL PARKING
Limestone Park	0	263	263
Queens Park	0	354	354
Total Parking	3,466	2,225	5,691

The majority of existing on-street parking spaces in Ipswich Central are able to be used at no cost to drivers. Parking spaces included in the existing supply are all publicly accessible. Remaining spaces in Ipswich Central are privately owned and operated and are outside the jurisdiction of ICC. These privately owned parking spaces account for significant supply.

2.2.2 Car Parking Demand

A summary of baseline parking demand for each precinct for the highest 4 hours of utilisation each day, has been taken from the 2023 Ipswich Parking Survey. The survey was undertaken for only ICC owned and operated parking facilities. Privately owned parking facilities represent a significant amount of additional parking supply and demand. Table 3 summarises the existing parking demand from the 2023 parking survey for each Ipswich Central parking precinct. Parking utilisation has been presented as weekday average utilisation, weekend utilisation, and average maximum utilisation which takes the maximum utilisation from either the weekday or weekend average. This average maximum utilisation is the baseline utilisation that has been carried forward for future-year analysis.

Table 3: 2023 Parking Utilisation Summary (Ipswich Central) (Source: ICC)

PARKING PRECINCT	TUESDAY AVERAGE UTILISATION		THURSDAY AVERAGE UTILISATION		SATURDAY AVERAGE UTILISATION		MAXIMUM AVERAGE UTILISATION	
	Actual	Percentage	Actual	Percentage	Actual	Percentage	Actual	Percentage
CBD Core	458	42.6%	369	34.3%	269	25.0%	458	42.6%
CBD Fringe	320	68.5%	342	73.2%	101	21.6%	342	73.2%
Commercial	584	73.0%	566	70.8%	98	12.3%	584	73.0%
Education	459	64.3%	455	63.7%	242	33.9%	459	64.3%
Legal and Government	165	83.8%	136	69.0%	75	38.1%	165	83.8%
Medical	485	81.6%	477	80.3%	251	42.3%	485	81.6%
North Ipswich	210	28.2%	218	29.3%	135	18.1%	218	29.3%
Top of Town	94	54.0%	100	57.5%	80	46.0%	100	57.5%
West Ipswich	118	38.3%	118	38.3%	49	15.9%	118	38.3%
Limestone Park	31	11.8%	31	11.8%	1	0.4%	31	11.8%
Queens Park	104	29.4%	121	34.2%	105	29.7%	121	34.2%
Total Parking	3,028	53.2%	2,933	51.5%	1,406	24.7%	3,081	54.1%

Activity Centres

Activity centres are a major generator of parking demand. There is generally more demand for short-term parking in activity centres due to commercial businesses and retail requiring higher turnover.

Industrial Areas

Parking demand in industrial areas is generally characterised by long-term (all day) parking occurring from early in the day. On-street parking in industrial areas occurs in instances where insufficient off-street parking is provided by developments.

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The iGO Freight Action Plan highlighted the occurrence of kerbside trailer parking along some industrial and higher order roads across the LGA.

Park 'n' Rides

The Queensland Government provides dedicated parking facilities close to public transport hubs. Park 'n' Ride facilities allow customers to 'park' their vehicle and 'ride' public transport to complete their journey. Train station carparks are managed by Queensland Rail.

There are approximately 3,500 formal park 'n' ride parking spaces (including general, accessibility and motorcycle bays) across the Queensland Rail network within the Ipswich LGA.

Informal Park 'n' Ride is also occurring in on-street parking areas which allow long-term parking.

Schools

Demand for parking around schools has unique characteristics. There is intense demand for short-term parking at the start and end of the school day with limited demand during the day. Demand for longer-term parking is also prevalent for staff and student parking throughout the day.

2.2.3 Summary of Existing Parking Situation

Analysis of the existing parking situation in Ipswich found that in general there are no immediate parking capacity concerns. In isolated locations (such as in and around the medical precincts) there is high utilisation of parking areas, however this is largely confined to weekdays.

Across all parking areas, utilisation was generally higher on the weekdays compared to the weekends. This suggests that the majority of parking is work and business related. The exception to this is the CBD Core precinct in Ipswich which was found to have higher utilisation on the weekend compared to the weekday.

Overall, the results of the parking survey indicate that there is currently greater demand for long stay parking rather than short stay parking. This is not necessarily a good result for economic activity in Ipswich. The main implication of this for the wider PAP project will be to ensure that an appropriate balance of parking management through time restriction or pricing is provided to cater for the varying parking needs of residents, visitors, and employees.

3 COMMUNITY AND STAKEHOLDER CONSULTATION

To inform the development of the PAP, community and stakeholder consultation activities have been undertaken. This section outlines the approach to this consultation and the outcomes that were achieved.

3.1 CONSULTATION APPROACH

Consultation on the PAP was undertaken in two key stages:

- **Part A** engagement was undertaken to gain a background understanding of the current state of parking in Ipswich and to inform the development of the PAP
- **Part B** engagement was undertaken to gain feedback on the draft PAP

3.1.1 Part A Engagement

Initial consultation was undertaken across four sessions as detailed in Table 4.

Table 4: Overview of Initial Community and Stakeholder Consultation (Source: PSA)

CONSULTATION ACTIVITY	DATE	METHOD OF CONSULTATION	ATTENDEES
Meeting with Hospitals	Monday 18 July 2022	Online Teams meeting	Members of the PSA and ICC Project Team Representatives from West Moreton Health Representatives from St Andrews Hospital
Meeting with Springfield Businesses	Tuesday 23 August 2022	In-person meeting	Members of the PSA and ICC Project Team Representatives from the University of Southern Queensland Representatives from the Mater Hospital Representatives from TAFE Queensland Representatives from the Greater Springfield Chamber of Commerce
Meeting with Ipswich Businesses	Tuesday 23 August 2022	In-person meeting	Members of the PSA and ICC Project Team Representatives from the Ipswich Chamber of Commerce Local businesses owners and operators
Community Panel Workshop	Thursday 8 September 2022	In-person workshop, with opportunities for attendees to provide direct input through sharing thoughts	Members of the PSA and ICC Project Team Members of the Ipswich Community Panel

CONSULTATION ACTIVITY	DATE	METHOD OF CONSULTATION	ATTENDEES
		and ideas in guided “break-out” groups	

3.1.2 Part B Engagement

Part B community engagement aimed to:

- Seek community feedback on the draft Vision and Objectives
- Seek community feedback on the draft Parking Precincts and Kerbside User Priority Hierarchy
- Better understand the community’s perception on the cost of parking
- Build community trust and confidence in Council’s decision-making abilities for sustainable transport planning and delivery

The Ipswich community had the opportunity to provide their feedback on the draft PAP through the Shape Your Ipswich (SYI) online survey. The SYI page was active for a four-week period from 17 October 2023 to 14 November 2023. Content on the SYI page included the following:

- Frequently Asked Questions:
 - Explaining the difference between a demand management approach to parking compared to a demand satisfaction approach to parking
 - The role and use of the draft iGO PAP
 - Reasons why Council can’t just keep creating more car parks
 - Relationship between the PAP and iGO
 - The cost to build new multi-level car parking infrastructure in a city centre environment
 - Importance of managing the kerbside
- Quick Poll
 - Seeking input on preferences on the design of city centre streets
- Survey
 - Support (or non-support) of the draft PAP vision and objectives
 - Community perception of parking infrastructure costs
 - Support (or non-support) of the proposed changes made to the Ipswich Medical Parking Precincts and new precincts within Springfield Town Centre
 - Parking precinct names within Springfield Town Centre

3.2 CONSULTATION OUTCOMES

3.2.1 Part A Engagement

Following the conclusion of the preliminary stakeholder engagement sessions detailed in Table 4, the outcomes from the sessions were reviewed to identify common themes present across the stakeholders that were engaged. The following themes were identified:

- Safety
- Access
- Amenity
- Alternative transport modes

Throughout the preliminary stakeholder engagement sessions, actions for Council were suggested by various stakeholders.

The following sections explore stakeholder desires for car parking and mobility in the Ipswich area.

Safety

Safety was a core theme raised in the Community Panel Workshop and noted as a key consideration for the hospitals present at the Meeting with Ipswich Hospitals.

The community raised safety concerns related to on-street carparking, specifically surrounding the dangers associated with navigating in and out of on-street parking and safety risks for cyclists using the road. Additionally, the participants from the community raised that the Ipswich Central is not accommodating to people with disabilities, especially when pairing challenges surrounding the current parking arrangements and safety issues associated with using a wheelchair on uneven and poorly maintained footpaths.

The community representatives who participated in the Community Panel Workshop also identified that a key reason for the saturation of people driving to, and parking in, the Ipswich CBD is due to the real or perceived dangers of walking on Ipswich Central streets. Additionally, the community raised that there were safety concerns related to the lack of people on CBD streets, which influenced their decision not to walk or use public or active transport. This represents a clear overlap between the *safety*, *amenity*, and *alternative transport modes* themes.

Access

Access was another core theme raised both in the Community Panel Workshop and in the Ipswich Hospital and Business stakeholder engagement sessions.

West Moreton Health is currently operating a shuttle bus loop service, which carries an average of 30 people per day, and connects Ipswich Hospital, the University of Southern Queensland Ipswich Campus, the nearby train station and Limestone Park where parking is available. West Moreton Health is seeking a sustainable transport option for their staff, patients and visitors, however a safe and accessible parking solution for West Moreton Health staff is their priority.

Participants from Saint Andrew's Hospital identified that parking is an ongoing issue for the Hospital, which has led to further challenges for mobility restricted people who are trying to access Hospital facilities. The Hospital does note that there is free carparking nearby, however, this routinely fills up quickly with people parking there and walking into the Ipswich CBD. It was also noted by participants from the Saint Andrew's Hospital that the nearby carparking fills up quickly with staff rostered on for the day-shift, meaning that late-shift staff will end up using on-street car parking.

The participants of the Community Panel Workshop identified a number of locations where parking was insufficient for the land use, including the Top of Town locality, sports fields and facilities, and commercial precincts within the central business district. Importantly, most participants did not express a desire for more parking spaces to be provided in these locations, rather, most sought a more connected and accessible network of active and public transport infrastructure and services.

One participant, who runs a business in the Ipswich CBD, noted that they are frequently finding that there is not sufficient provision of car parking for their staff. This contrasts with a general desire expressed by others in the Community Panel Workshop to not increase parking provision in the CBD, but rather to enable other modes of transport, with a focus on active transport modes.

Concerns regarding footpaths that are suitably accessible (i.e., flat) for people with disabilities were also raised during the Community Panel Workshop. In a similar vein, suggestions were made to prioritise existing car parking for people with disabilities or other requirements and encouraging public and active transport for people who are not so reliant on the use of a private vehicle.

Amenity

Place and matters related to amenity were raised consistently throughout the Community Panel Workshop. Linking to concerns raised by community participants regarding that they often feel unsafe walking on Ipswich streets, a number of comments were made during the engagement session around developing a destination for Ipswich, which would attract active transport trips.

Alternative Transport Modes

Encouraging modal shift away from reliance on cars, and therefore away from a reliance on carparking, was raised consistently across all stakeholder engagement sessions. Largely, but especially in the Community Panel Workshop,

desires were expressed to reduce on-street car parks, with the exception of parking for people with disabilities, in favour of active permanent or temporary active transport infrastructure.

Concerns related to the walkability of Ipswich footpaths was raised in the community workshop panel, with people identifying that the quality and state of current footpaths is a factor that contributes to their choice of transport mode. Additionally, concerns linking to matters discussed in Sections 0 and 0, participants in the stakeholder engagement sessions identified that they were more likely to make a shift in their travel behaviours and adopt active and public transport modes if walking and cycling corridors were perceived to be safer and if there was a destination in Ipswich that would attract active and public transport trips.

Suggestions for Council

Throughout the course of the public consultation sessions, a number of suggested actions for ICC were put forward by members of the community. These included:

- Decouple parking requirements from new development where appropriate.
- Reroute reinvestment of parking revenue to support local placemaking and walking and cycling infrastructure.
- Install more 'Safe City' cameras along active transport corridors.
- Reorient parking to be at rear of buildings, where possible, to create more active street-fronts and more walkable environments.
- Improve existing car parking arrangements in preference over provision of more spaces.
- Investigate how mobility as a service (MaaS) implementation could produce better parking, mobility and sustainability outcomes.
- Improve connectivity to and from trip attractors in the city.
- Reduce demand for car parking by facilitating other transport modes.

3.2.2 Part B Engagement

Based on internal and external community feedback, Table 5 outlines the changes that have been made to the draft PAP.

Table 5: Changes to the draft PAP (Source: ICC)

CHANGE ADOPTED	REASONING
Rename the iGO Parking Strategy and Action Plan to the 'iGO Parking Action Plan'	Change made to provide consistency to corporate document hierarchy.
Parking User Priority Hierarchy to be renamed as 'Kerbside User Priority Hierarchy'	The purpose of the parking user priority hierarchy (PUPH) is to manage the kerbside space. There is currently the confusion that the PUPH applies to all parking areas within a given Precinct. This is not the case, as it doesn't apply to off-street parking areas. The name change clarifies that the purpose of the tool is to manage the kerbside.
Confirmation of name changes associated with the proposed Springfield Town Centre Parking Precincts	Draft parking precinct names within the Springfield Town Centre were originally aligned with their respective precinct names identified within the Town Centre Concept Plan. Four of these precinct names have been renamed based on survey responses; 'The Exchange' to be renamed 'Boulevard'; 'Idea City' to be renamed 'Mountain Creek'; 'Medical' to be renamed 'Mater' to avoid confusion with the Ipswich Central Medical Precinct; and 'Education' to be renamed 'Hillside' to avoid confusion with the University precinct.

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CHANGE ADOPTED	REASONING
Inclusion of the sports fields in the Springfield Town Centre within the Parking Precinct framework	Currently the sports field car parks in the Springfield Town Centre are not within a designated precinct but cater for a diverse range of activities (recreation, education, commuter parking etc). The sports fields could form a standalone precinct or form part of the proposed 'Hillside' or 'Mater' parking precincts, depending on the management intent.
Additional action to investigate the feasibility for an Ipswich Central shuttle bus to assist with mobility to key landmarks and peripheral parking areas	Existing action exists in <i>IGO-City of Ipswich Transport Plan</i> and the 2011 Ipswich City Centre Parking Strategy. Suggestion also came from a member of the public.
Additional action to investigate flexible kerbside uses including shared on/off peak zones.	Suggestion came from a member of the public. This is an action which the City of Gold Coast Council are also investigating.

A discussion on the inclusion of the sports fields in the Springfield Town Centre within the Parking Precinct framework is included in Section 7.3.1 of this report.

3.3 IGO MAJOR REVIEW – COMMUNITY FEEDBACK ON PARKING

ICC is currently undertaking a review of the iGO Transport Strategy. Community feedback was collected via the *Shape Your Ipswich* Online Platform and also at 10 different pop-up locations through the delivery of a questionnaire. Although community feedback was being sought for the entirety of the iGO review, some insights regarding parking were also able to be obtained.

The first question asked participants whether they think cities should be designed more for people rather than cars. Nearly 50% of respondents indicated that they “strongly agree” with this statement as shown in Figure 5.

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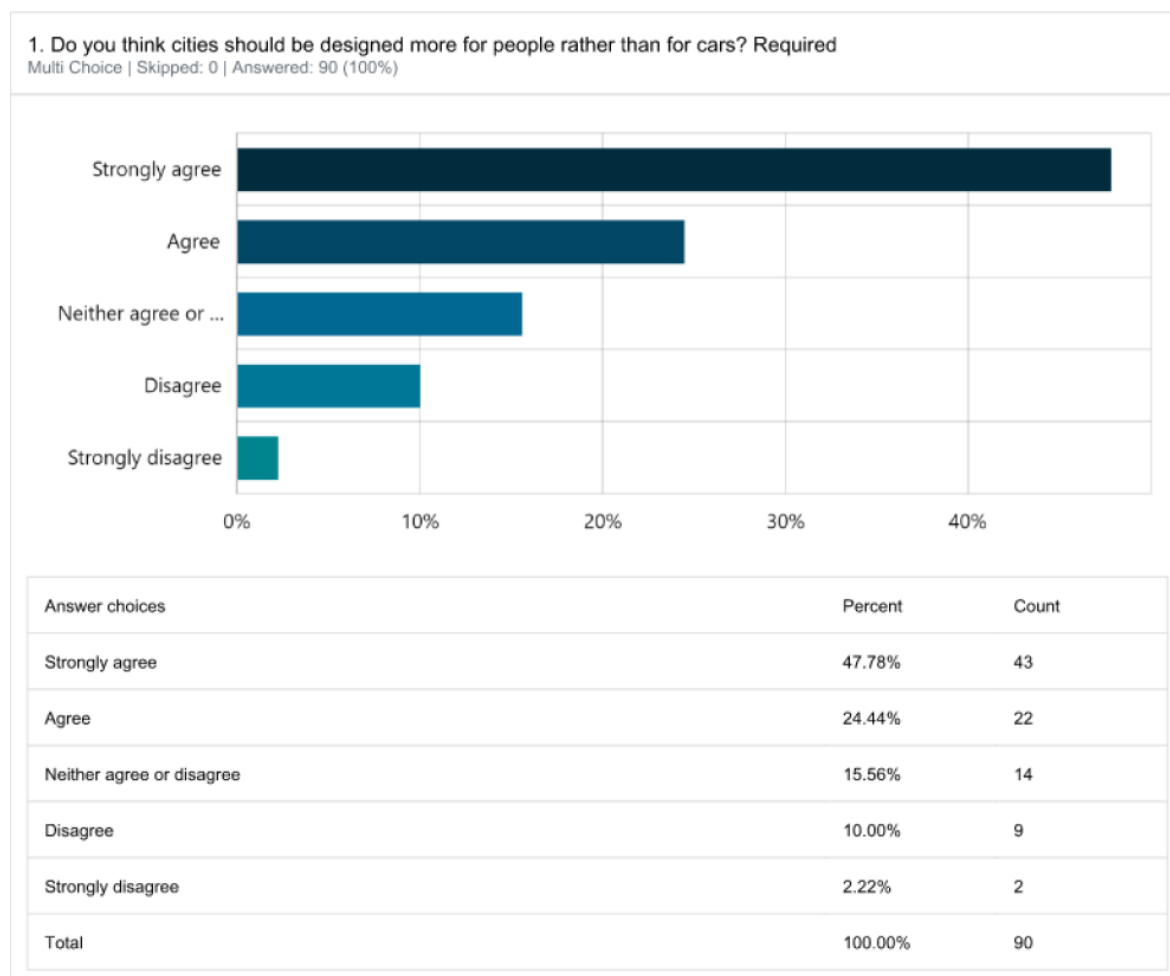


Figure 5: Questionnaire Results - Question 1 (Source: ICC)

Some additional feedback received via open text submissions for this question are as follows:

- “Adequate parking is vital as is public transport”
- “Lack of free parking in Ipswich”
- “City centre should be for people with adequate perimeter parking and controlled transport to key areas”
- “Whilst in the city safe walking routes with a central parking facilities would be great”

The next question which was relevant for parking matters was Question 6 and asked respondents whether the cost of living rises has impacted on transport options. Outputs of this question are shown in Figure 6.

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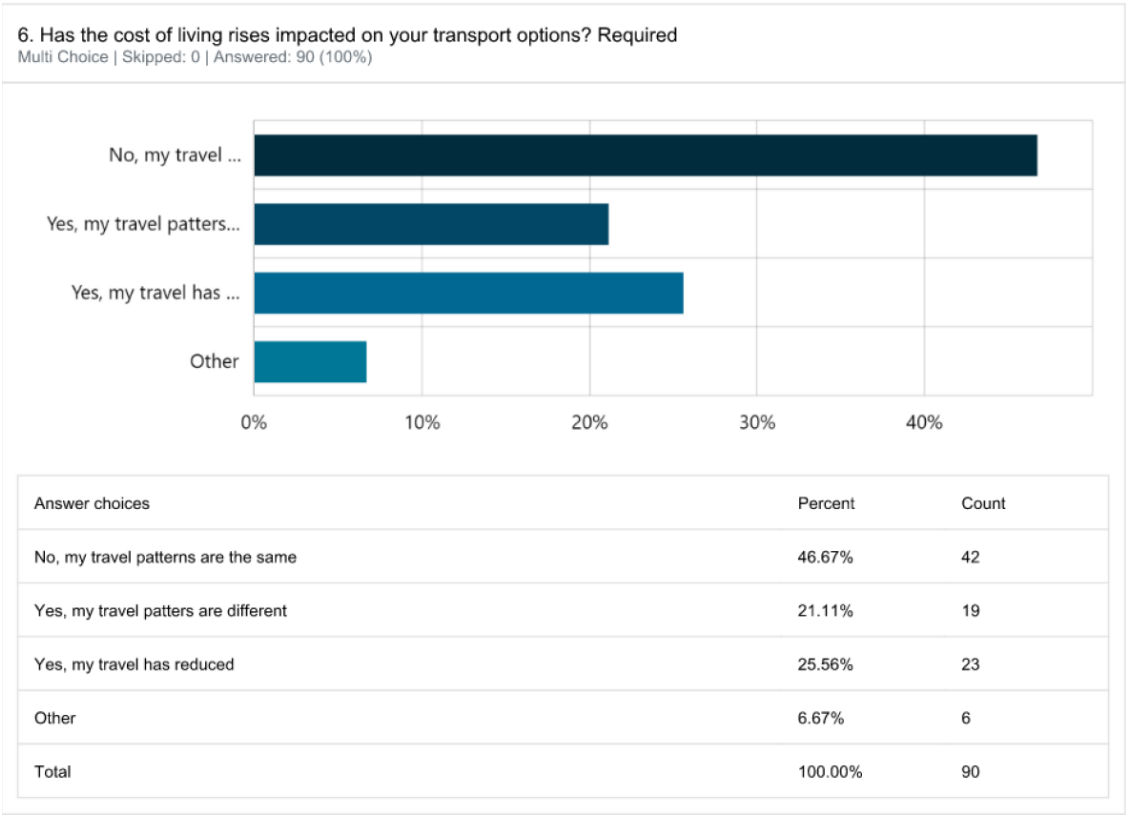


Figure 6: Questionnaire Results - Question 6 (Source: ICC)

Over 45% of respondents indicated that their travel patterns were still the same.

Question 26 was also relevant for parking matters and asked respondents what new transport technology would they like to see more of in Ipswich. Figure 7 shows outputs from this question and indicates that nearly a third of respondents would like to see more smart parking applications in Ipswich.

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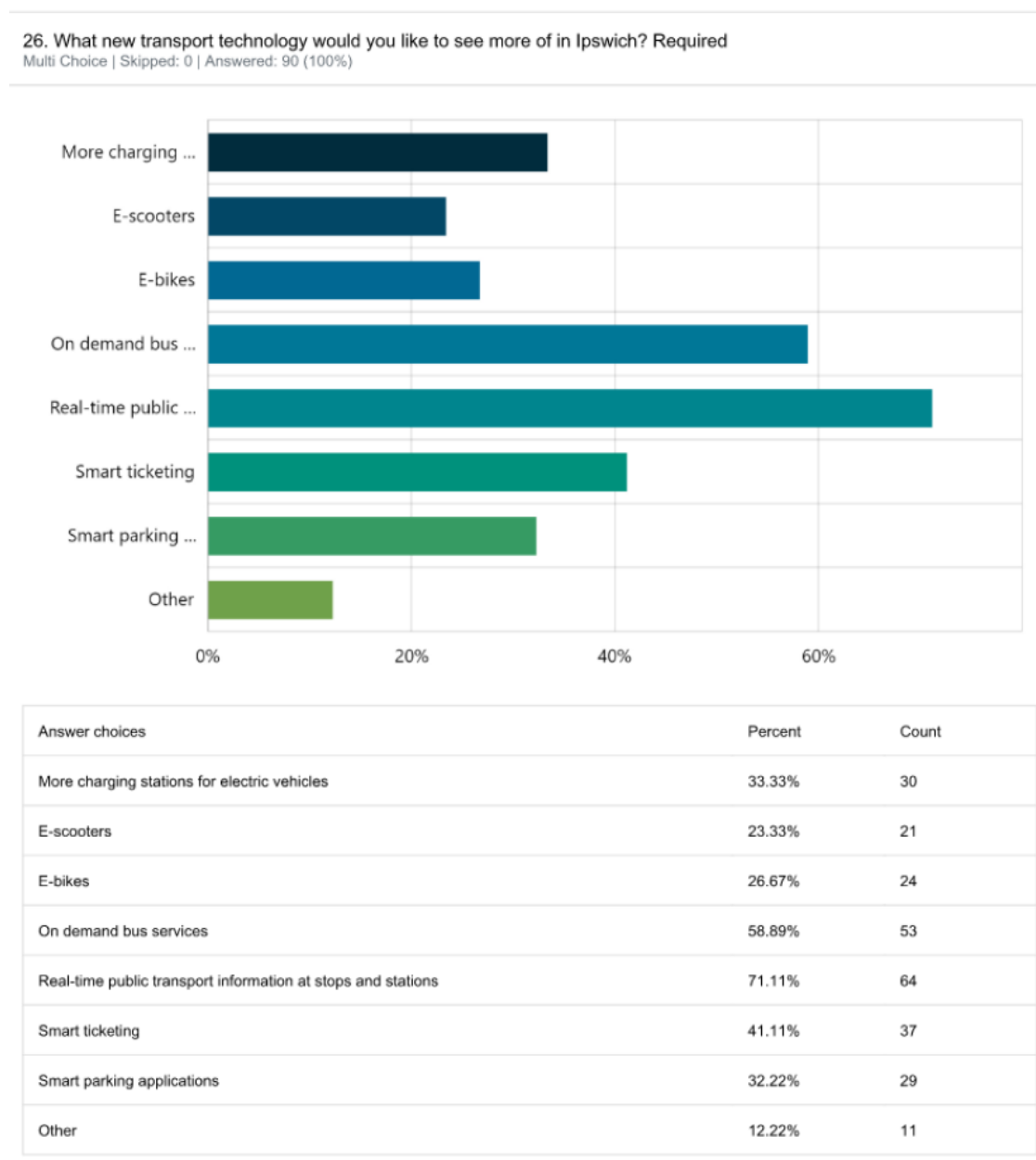


Figure 7: Questionnaire Results - Question 26 (Source: ICC)

As part of a free text response to this question, one respondent indicated that they would like to see “a camera/device that can monitor people parking in disability parks that don’t have a permit – issuing fines to them.”

Finally, Question 28 asked respondents to think about challenges facing Ipswich and what are the most important to address. In descending order, respondents ranked the issues as follows:

- Public transport affordability, quality and reliability
- Road congestion – traffic
- Rising cost of using a vehicle

- Walking and cycling networks that aren't connected
- Parking within activity centres
- Climate change
- Physical inactivity

As can be seen from the questionnaire responses, parking is currently seen as a relatively minor issue when compared to other forms of transport. Notwithstanding this, as other networks potentially improve, parking will also need to be improved to ensure that it does not become an issue in the future.

A further selection of other comments related to parking that were obtained from the questionnaire are as follows:

- "CBD parking remains a major problem. Not the cost of meters etc. just availability. Not afraid to walk from park to destination, but CBD needs parking facilities; especially covered and secure ones; at a reasonable (to the user) price. Big opportunity developers/investors"
- "To incentivise active transport, you have to do more than build good infrastructure, you have to de-incentivise things that make driving the better option; free and widely accessible parking, shops that are primarily designed for cars with footpaths and bike parking only being an afterthought"
- "More disabled parking – especially at the hospitals"
- "Parking heights restrictions in car parks – not big enough to cater for people with bigger vehicles especially from rural areas (i.e. Nicholas Street Precinct car park)"
- "Car parks in the main street of Ipswich CBD"
- "Bigger and more parking spaces for pram access"
- "There are several very convenient car parks on Main St (Springfield Town Centre), but no bike/scooter racks. What kind of traffic do we want to encourage right next to pedestrian crossings and diners? Installing bike racks on Main St is a cheap no-brainer"
- "Could a smart app be developed by Council for PWD car parking bays to understand their location, availability and dimensions (not all PWD are suitable for wheelchairs)"
- "Parking cost is too high"
- "More parking availability"
- "More parking in Ipswich CBD and outskirts"
- "Nicholas Street Precinct is good parking but too far from the hospital to walk, especially if there is a disability or injury"
- "Parking in growth areas such as Ripley and Redbank Plains is insufficient"

3.4 SUMMARY OF CONSULTATION OUTCOMES AND IMPLICATIONS FOR THE DEVELOPMENT OF THE PAP

Given that issues raised during the consultation could be generally grouped into four key themes, these key themes have been further explored as part of the development of the strategy including the establishment of vision, goals and objectives for parking in Ipswich. By defining a vision, goals and objectives based on stakeholder consultation outcomes, this ensures that there is a "line of sight" from issue through to policy. Upon finalisation of the PAP, this will enable stakeholders to see that their issues have been considered in the development of actions and the overall PAP document.

Comments received during Part B stakeholder consultation activities on the draft PAP document have been considered in preparing the final version of the PAP.

4 CHALLENGES AND OPPORTUNITIES

4.1 GROWTH

To gain an understanding of potential future parking demand, future growth projections with regards to population and employment have been analysed. Population and employment growth is a reliable indicator of future parking demand.

4.1.1 Population Projections

Population projections prepared by ICC, in their currently endorsed Local Government Infrastructure Plan (LGIP), and by the Queensland Government Statistician's Office (QGSO) for the Ipswich LGA, have been reviewed and compared. This was undertaken to provide an indication as to the magnitude and rate of population growth in the study area as well as an early, high-level indication of potential future travel demand.

The ABS has updated the population data for Ipswich LGA with the 2021 data showing that the QGSO medium series has a more accurate population projection in 2021. The LGIP shows an optimistic projection from 2021 to the Ultimate year. Both sources show a growing trend, however, the QGSO shows an overall growth in population of 140% and the LGIP demonstrates an overall growth in population of 92% (almost doubling). Table 6 summarises these future population projections.

Table 6: Future Population Projections (Source: QGSO, ICC, ABS)

SOURCE	POPULATION PROJECTION					% CHANGE			
	2021	2026	2031	2036	2041/ Ultimate	2021-26	2026-31	2031-36	2036-41 Ultimate
QGSO (medium series)	211,280	285,605	366,251	432,755	507,292	35%	28%	18%	17%
LGIP	270,820	354,216	435,897	470,644	518,668	31%	23%	8%	10%
ABS Census²	229,208								

Using the QGSO (medium series) ultimate population, compared to the 2021 population, this equates to a compound annual growth rate of 4.48% per annum for population growth. When the projections from the LGIP are considered, this results in a compound annual growth rate of 3.30% per annum.

It is expected that the expected growth in parking demand will not exactly match the population growth. Rather in consideration of future trends in transport demand, there will most likely be a "de-coupling" of demand, whereby population growth will be higher than growth in parking demand.

4.1.2 Employment Projections

Given that the majority of car parking demand occurs during the work week, it is also important to consider employment growth. Employment projections from the LGIP project a significant increase of 220% in employment within the Ipswich LGA over the next 20 years, as shown in Table 7.

Table 7: Future Employment Projections (Source: ICC)

SOURCE	EMPLOYMENT PROJECTION					% CHANGE			
	2021	2026	2031	2036	2041/ Ultimate	2021-26	2026-31	2031-36	2036-41 Ultimate
LGIP	93,051	118,088	153,333	193,907	356,774	27%	30%	27%	84%

² ABS Census data does not include projections for future years

The overall growth in employment in Ipswich is equivalent to a 5.99% per annum compound annual growth rate. This is higher than the anticipated growth in population and is suggestive of a focus on commercial developments in Ipswich.

Similar to the population growth, it is expected that employment growth will exceed the actual growth in parking demand, as the city matures and alternative transport modes, including active and public transport increase.

Nevertheless and in consideration that the current parking utilisation is highest on weekdays (suggesting that parking is predominantly occurring for work purposes), it is envisaged that the employment growth in Ipswich will be a greater influence on parking demand than population growth.

4.1.3 Future Growth Overview

An overview of the future growth projections (QGSO medium series, LGIP (population) and LGIP (employment)) in Ipswich are shown graphically in Figure 8.

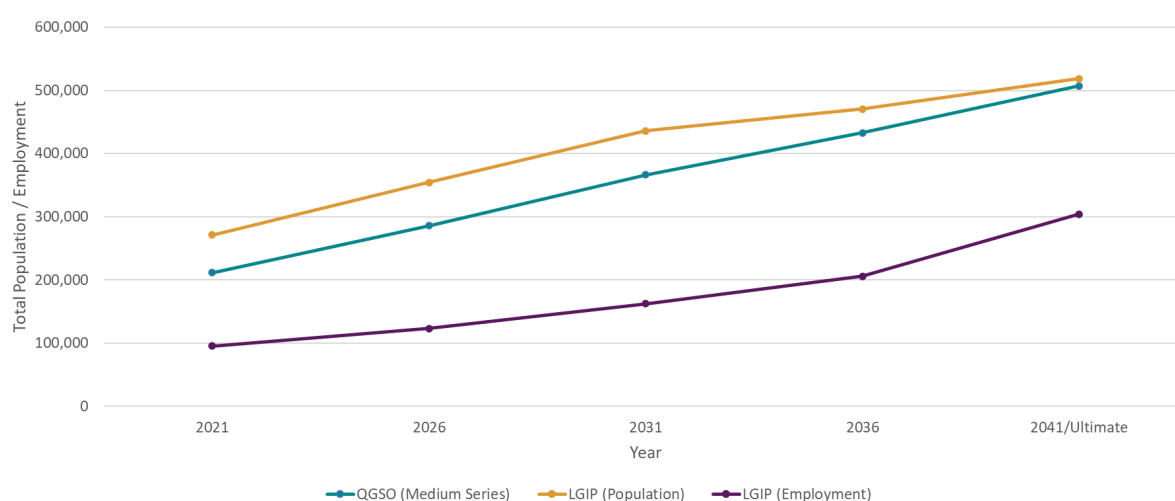


Figure 8: Future Growth Projections (Source: QGSO, ICC, PSA)

Scenario Development and Future Parking Projections

Based on the projected future growth in population and employment in the Ipswich LGA and the anticipated future trends in transport and parking behaviours, the following three future parking growth scenarios have been developed:

- **Low Growth Scenario (Aspirational):** 0% per annum. Assumes that all future growth is accommodated by alternative transport modes
- **Medium Growth Scenario (Realistic):** 2.5% per annum. Assumes that some future growth is accommodated by alternative transport modes
- **High Growth Scenario:** 5% per annum. Assumes that no future growth is accommodated by alternative transport modes

Future parking demand in Ipswich Central has been projected using each of these growth scenarios. Projections have been made in 5-year increments (matching the Census years) to the ultimate horizon of 2041. Future parking demand for each precinct is outlined further in Section 5.2 of this report.

4.2 BUILT FORM

Ipswich is a network of distinct peri-urban and rural communities with their own character and centres. The urban centres are focused primarily within the northeast portion of the LGA.

Ipswich's activity centres are currently negatively impacted by the presence and dominance of private cars. There is opportunity to rebalance the movement and place functions of roads and streets in areas of high current or potential place value.

Vibrancy can be achieved in Ipswich by planning to serve growth with more spatially efficient modes and sustainable transport networks, including through investment in initiatives that enable reallocation of road space to place and sustainable modes.

4.3 MODE SHARE TARGETS

The iGO Transport Strategy included mode share targets for the various modes of transport. These mode share targets are aspirational and include a 10% reduction in private vehicle usage as shown in Table 8.

Table 8: iGO Ipswich Mode Share Targets (Source: ICC)

MODE	CURRENT DAILY TRAVEL MODE SHARE (190,000 POPULATION)		FUTURE TRAVEL MODE SHARE (435,000 POPULATION)		iGO MODE SHARE TARGET (435,000 POPULATION)	
	Trips	Mode Share	Trips	Mode Share	Trips	Mode Share
Private Vehicle	550,000	84.5%	1,275,000	84.5%	1,125,000	75.0%
Public Transport	42,000	6.5%	98,000	6.5%	165,000	11.0%
Walking	55,000	8.5%	127,000	8.5%	165,000	11.0%
Cycling	3,000	0.5%	7,500	0.5%	45,000	3.0%
Total	650,000	100.0%	1,500,000	100.0%	1,500,000	100.0%

Daily trips are forecast to increase from 650,000 to 1,500,000 corresponding with a population of 435,000.

The mode share for private vehicle trips has continued to increase in recent years, increasing to over 88% according to the 2018 edition of the Queensland Household Travel Survey. This high private vehicle mode share is likely to have continued post-pandemic, as patronage for sustainable modes such as public transport are still yet to increase above pre-pandemic levels.

According to the 2021 Census, the average household in the Ipswich LGA has 1.9 motor vehicles, which aligns with the Queensland average.

Opportunity exists to manage parking and the kerbside in a way that supports sustainable modes of transport.

4.4 CHANGE IN WORK HABITS

The rise in flexible working arrangements including working from home (WFH) has the potential to reduce the demand for parking. According to the Australian Bureau of Statistics, 11.5% of employed residents worked from home on the day of the 2021 census (refer to Figure 10). This is well above the 5% WFH target identified in iGO (refer to Figure 9).

Whilst the impact of WFH did have an initial effect by reducing parking demand in Ipswich Central and in the Springfield Town Centre, parking demand has increased back to pre-pandemic levels (or above) in some areas according to an October 2022 parking survey.

Long-term trends of WFH are not yet evident, however it is an emerging trend that is likely to have a significant impact on parking demand. The ABS reported that there was an 8% increase in employees who regularly worked from home in a job or business from August 2019 to August 2021. There was also a small increase over the same time period in the proportion of employees who had an agreement to work flexible hours.

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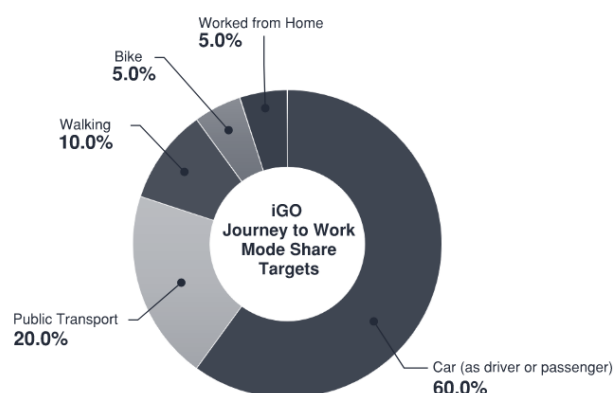


Figure 9: iGO Journey to Work Targets

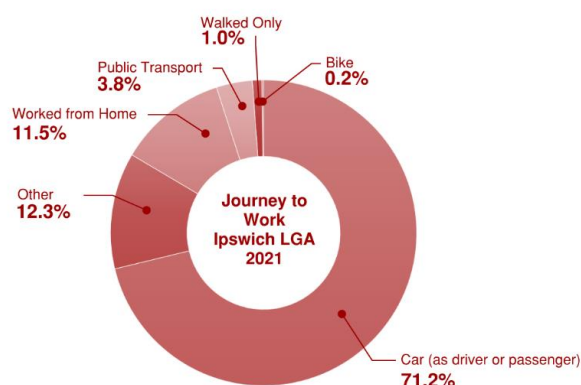


Figure 10: Journey to Work Across Ipswich LGA (2021 Census)

4.5 RISING INFRASTRUCTURE COSTS

Construction costs of infrastructure have been rapidly increasing over time making the construction of new car parking spaces less economically viable. Given the existing built form of Ipswich Central in particular, any new car parking infrastructure built in the future is likely to be a multi-story facility.

The costs of recent multi-story parking facilities which have been completed in South-East Queensland are shown in Table 9.

Table 9: Recent Costs of Multi--Story Carparks (Source: TMR, Queensland Health, SunCentral)

CARPARK PROJECT	YEAR OF OPENING	PARKING CAPACITY	TOTAL CONSTRUCTION COST ³	COST PER PARKING SPACE
Springfield Town Centre Park 'n' Ride	2022	1,100	\$44.5M	\$40,454
Logan Hospital	2022	1,506	\$61.92M	\$41,116
Redland Hospital	2023	1,000	\$50.5M	\$50,500
Maroochydore CBD	Estimated 2023	294	\$22.5M	\$76,531

³ Costs may not include property acquisition

The cost per parking space of constructing a new multi-story parking facility was found to range from \$40,000 to \$76,000. This rising costs to provide car parking provides local governments the opportunity to re-evaluate their investment priorities and objectives.

4.6 ENVIRONMENTAL FACTORS

Two of the biggest environmental impacts of parking are as a result of vehicle distance travelled and increased impervious surfaces. An over-supply of under-priced parking can encourage driving and leads to congestion of roads. It is estimated that the cost of emissions alone can be about \$44 per month per parking space⁴.

Construction of parking areas also often involves paving over land that once served as a filtration mechanism for water. This paved area can then increase flood risks and degrades water quality. In addition to increased run-off, parking spaces have a biodiversity value of zero, as in they are essentially biologically inert in that they do not support any biological organisms⁵.

The Australian Conservation Foundation commissioned a report entitled *Temperature check: Greening Australia's warming cities*. It was found that the urban heat island effect is likely to add several degrees to the hottest summer days in cities around Australia. Improving the amount of vegetation in cities will help address rising temperatures. Providing additional parking infrastructure is a direct trade-off with providing opportunities for urban greening. Green infrastructure takes time to establish maximum effectiveness, so acting early is critical for meeting future needs.

Not only does the provision of car parking limit the amount of urban greening that can occur, but the dark coloured pavements also further increase urban temperatures⁶.

4.7 TECHNOLOGY

Parking management can be supported by advances in available technology and as identified in the iGO Intelligent Transport Systems Strategy, Council has an opportunity to modernise its parking management services by adopting smart parking solutions to:

- Improve the customer experience
- Enhance economic development and social interaction opportunities in activity centres
- Provide more effective monitoring and compliance capabilities.

Opportunity also exists to encourage the uptake of emerging transport technologies such as Electric Vehicles (EVs) and micromobility (e-scooters and e-bikes), through the facilitation of private investment in off-street and kerbside parking and charging infrastructure.

The emergence of Autonomous Vehicles has the potential to significantly change how parking is planned for. Parking spaces in the future could house more driverless cars than human-driven ones, however autonomous vehicles have the potential to increase congestion if they instead cruise the streets waiting for their owners instead of paying for parking. More optimistically, if planned correctly, autonomous vehicles can reduce the footprint of parking infrastructure in several ways. As vehicles become driverless, the passengers no longer need to be physically present in car parks. Space is therefore no longer required to open doors and the size of parking spaces can be reduced⁷. This could result in a more efficient use of space and will reduce the heat island effect of excessive hardstand area required for parking spaces.

These efficiencies will not be able to be realised should owners of autonomous vehicles want to avoid paying for parking. In this instance, they could direct their vehicle to perform one of the following:

- Seek out free on-street parking

⁴ Chicago Metropolitan Agency for Planning (2005)

⁵ The environmental and economic costs of sprawling parking lots in the United States (Davis, Pijanowski, Robinson, Engel (2010))

⁶ Parking infrastructure: energy, emissions, and automobile life-cycle environmental accounting (Chester, Horvath, Madanat (2010))

⁷ Designing parking facilities for autonomous vehicles (Nourinejad, Bahrami, Roorda (2018))

- Return home
- Cruise (continuously drive around on the streets)

Based on traffic microsimulation model and data from downtown San Francisco, it has been suggested that autonomous vehicles could more than double vehicle travel to, from and within dense urban cores⁸. Parking policies will have to be carefully implemented, alongside other policies regarding circulation and potentially road user charging and licence plate recognition, to ensure that only the potential positive impacts of autonomous vehicles are realised.

4.8 ACCESSIBILITY

Stakeholder engagement highlighted the challenges across Ipswich with regards to the lack of suitable Disability Permit (PWD) parking spaces. This is with regards to many existing public PWD parking spaces not being to modern standards, as well as not being well connected to the broader transport network (i.e. missing kerb-ramps, poor path infrastructure supporting parking infrastructure etc).

Balance is required with regards to ensuring that parking is convenient and available for those who need it the most (i.e. PWD/accessible parking, loading) as opposed to providing convenient and available parking for all users.

Whilst convenient parking for all users sounds like a great community outcome, it only adds to the dominance of private vehicles as the mode of choice for most trips.

4.8.1 Design for Dignity

The Building Code of Australia uses the term 'dignified access' as the goal for its access provisions for people with disability. The idea of 'design for dignity' came from the experiences of people with disability who could not access premises, products and services in a safe, equitable and dignified way.

Dignified access for a customer with a disability means that a design or process enables:

- More independent access to premises, goods and services: it doesn't assume that assistance is required
- Equitable or fair access: it doesn't take longer or make you go further
- Participation of people experiencing a disability as a natural and expected thing
- A place where people feel at-ease, safe and connected⁹

Additional consideration should be given to parking spaces which are outside and how the spaces are protected from weather extremes. Loading and unloading a wheelchair, or getting in and out of the car can take extra time for people with disability and these needs should be prioritised, given that private vehicle access is in some cases the only transport mode available for some trips.

⁸ The autonomous vehicle parking problem (Millard-Ball (2019))

⁹ Design for Dignity: Retail Guidelines (2015)

5 POLICY DIRECTION

5.1 DEMAND MANAGEMENT APPROACH TO PARKING

A **demand management approach** to parking has been adopted which means that existing parking supply should be optimised before more public parking is provided. This approach is in contrast to a traditional ‘predict and provide’ or ‘demand satisfaction’ approach to parking, which is based on the premise that car parking should be convenient, free and in great supply to all users.

Characteristics of a demand management approach to parking are as follows:

- Existing car parking supply is optimised
- Acceptance of higher parking occupancy rates
- Transition to a user pays model
- The provision of additional public car parking supply as a final measure

Alignment with Broader Transport Goals

A demand management approach to parking aligns with Council’s broader transport goals outlined in iGO, which aims to facilitate greater travel choice, and supports the sustainable movement of goods and people. Tightened parking supply, through a demand management approach coupled with investment in alternative modes of transport has the ability to reduce the city’s dependence on private vehicles.

A demand management approach to parking also provides direct alignment with most of the overall principles of iGO as detailed below:

- **Sustainability:** A demand management approach to parking contributes to better sustainability by promoting alternative transport modes through optimising the usage of existing parking infrastructure
- **Partnerships:** Optimising the use of existing parking infrastructure may result in spare parking capacity being realised which could be utilised for other purposes, such as allowing local businesses to create parklets
- **Affordability:** A demand management approach to parking is a fiscally responsible approach which optimises the use of existing parking infrastructure and minimises the amount of new parking that may be required to be created at great cost
- **Effective Investment:** It is acknowledged that some new parking infrastructure will need to be created, however through a demand management approach to parking, this infrastructure can be located in places and for users that need it the most

Rising Infrastructure Costs

As the cost of infrastructure continues to rise, Councils must make difficult decisions regarding what infrastructure is prioritised for construction. Under a more traditional ‘predict and provide’ approach to parking, this would have meant that new parking infrastructure would be required to be created on an ongoing basis to accommodate the additional demand potentially putting the ability to fund other infrastructure projects at risk. Adopting a demand management approach means that funding which would have been spent on parking infrastructure can instead be diverted towards other projects which may have a more positive impact on the community.

Rising costs of parking infrastructure (up to \$76k per parking space in a multi-storey facility) makes a demand satisfaction approach quite an expensive proposition for Council. The financial costs of investment in car parking should be compared against the economic investment in non-car parking transport infrastructure:

- On average, every \$1 invested in walking interventions returns almost \$13 in benefits with decongestion, health and environment¹⁰

¹⁰ Queensland Walking Strategy 2019-2029

- For every \$1 invested in public transport, \$4-7 is generated in direct or related benefits¹¹
- On average, every \$1 invested in cycling infrastructure returns almost \$5 to Queensland in community health, traffic decongestion and savings in car user cost benefits¹²

Urban Heat

As previously identified, car parking can contribute to a greater to the urban heat island effect. A demand management approach minimises the construction of additional public car parking infrastructure, allowing for more environmentally sensitive developments to occur or the preservation of land in its natural state.

5.1.1 Benefits of a Demand Management Approach

A demand management approach to parking in conjunction with greater investment in alternative transport modes could provide some of the benefits outlined in Figure 11.

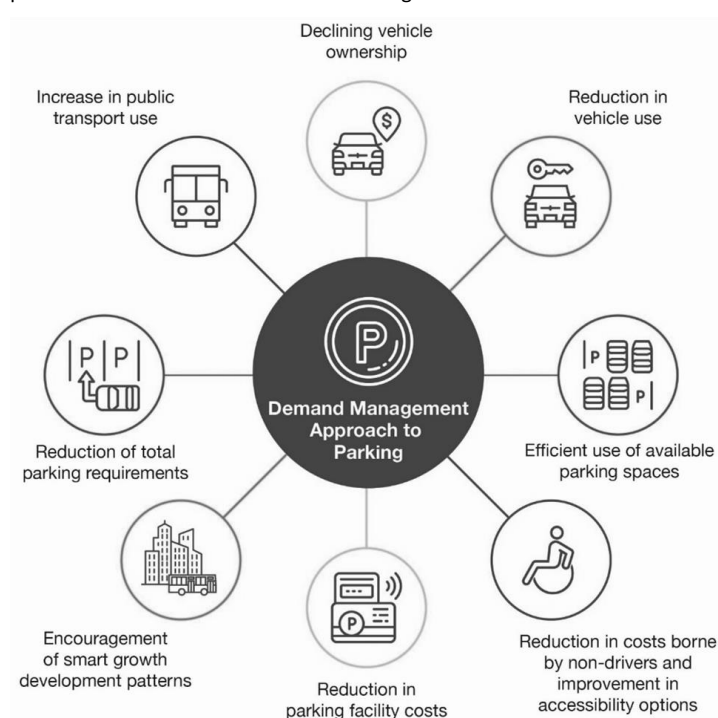


Figure 11: Benefits of a Demand Management Approach to Parking (Source: PSA, The Comms Team, Todd Litman)

5.2 FUTURE PARKING DEMAND

Future parking demand has been calculated for three different scenarios as outlined in Section 4.1.3 of this report. Projections have been based on the current parking demand for each precinct as discussed in Section 2.2.2 of this report.

5.2.1 Ipswich Central

Potential parking supply shortfalls for each parking precinct were calculated assuming 85% of supply for the medium-growth and high-growth scenarios (low-growth scenario assumed no growth in parking demand). A graphical summary of future parking demand in Ipswich Central for each growth scenario is shown in Figure 12.

¹¹ Role of public transport in delivering productivity outcomes – Chapter 2: The costs and benefits of private and public transport, Australian Parliament House, RRAT Committee, December 2014

¹² Changing gear: how we're planning for active transport, Department of State Development, Infrastructure, Local Government and Planning 2022

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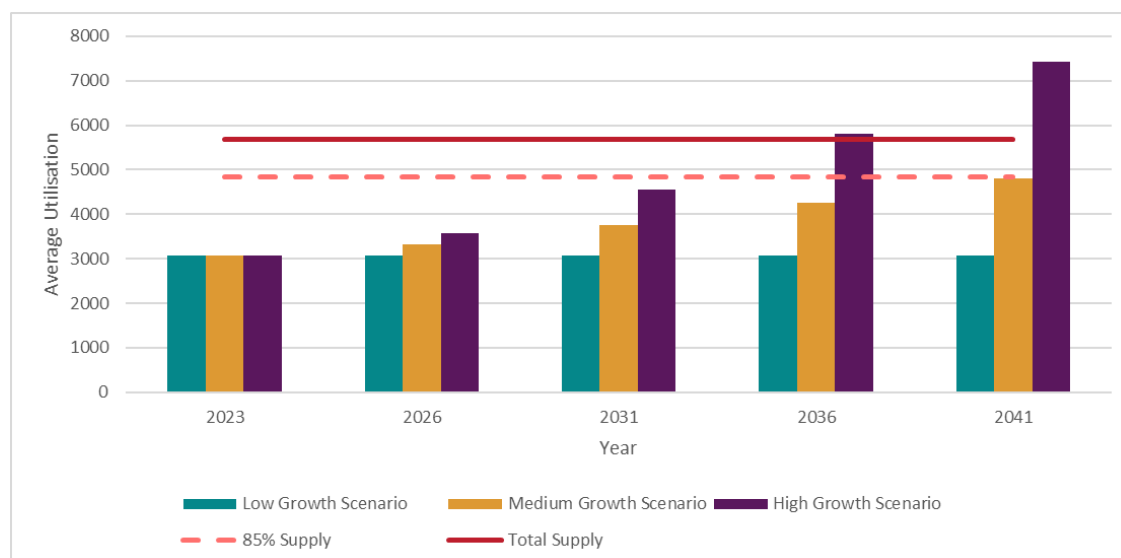


Figure 12: Future Parking Utilisation Summary (Ipswich Central) (Source: PSA)

As demonstrated by the analysis, new parking infrastructure should only be considered prior to 2041 should the high growth scenario be realised. In all other scenarios and timeframes, there is forecast to be sufficient parking capacity to support the anticipated demand.

To quantify the potential impact of providing additional parking spaces to accommodate the projected shortfall in parking, the cost of constructing this quantum of parking spaces has been determined. For the purposes of this assessment, a cost of \$40,000 (in 2022 dollars) per parking space has been adopted which is in alignment of the cost associated with constructing the Springfield Park 'n' Ride facility.

Table 10 outlines the projected parking shortfall by 2041 in each of the parking precincts in Ipswich Central for both the medium and high growth scenarios and the associated construction costs of providing the required additional parking. This analysis has assumed that parking shortfall in a particular precinct is unable to be accommodated in a nearby precinct. As such, the analysis presented is a worst case scenario. In addition to this, it has been assumed that any parking shortfall is offset through the construction of new off-street multi-deck parking. There are limited opportunities to provide at-grade parking spaces given that the road network is mature and unlikely to change, and off-street at-grade parking does not align with the planning intent for Ipswich Central.

Table 10: Ipswich Parking Shortfall and Associated Construction Costs (Source: PSA)

PARKING PRECINCT	EXISTING PARKING SUPPLY	MEDIUM GROWTH SCENARIO		HIGH GROWTH SCENARIO	
		PARKING SHORTFALL	COST TO PROVIDE	PARKING SHORTFALL	COST TO PROVIDE
Central Core	1,076	0	-	26	\$1,040,000
Central Fringe	467	66	\$2,640,000	356	\$14,240,000
Commercial	800	111	\$4,440,000	605	\$24,200,000
Education	714	2	\$80,000	391	\$15,640,000
Legal and Government	197	60	\$2,400,000	200	\$8,000,000
Medical	594	162	\$6,480,000	573	\$22,920,000
North Ipswich	744	0	-	0	-
Top of Town	174	0	-	67	\$2,680,000

PARKING PRECINCT	EXISTING PARKING SUPPLY	MEDIUM GROWTH SCENARIO		HIGH GROWTH SCENARIO	
		PARKING SHORTFALL	COST TO PROVIDE	PARKING SHORTFALL	COST TO PROVIDE
West Ipswich	308	0	-	0	-
Limestone Park	263	0	-	0	-
Queens Park	354	0	-	0	-
TOTAL	5,691	401	\$16,040,000	2,218	\$88,720,000

Even in the medium growth scenario, over \$16 million (excluding land acquisition and ongoing maintenance) would need to be spent on constructing the required number of additional parking spaces to ensure that parking demand did not exceed total parking supply in any single precinct.

5.2.2 Springfield Town Centre

Unlike Ipswich Central which has limited ability for new parking supply to become available as new developments are constructed, Springfield Town Centre still has the potential to increase parking supply as it continues to develop. Parking demands are therefore likely to continue to evolve as the activity centre develops further. There is also the opportunity to increase the supply of on-street parking as new road infrastructure is constructed.

5.2.3 Economic Costs and Benefits

Rather than investing in the construction of additional parking spaces, diverting the funds to other measures is likely to be a far better outcome for both ICC and the community in general. Not only is the provision of additional parking spaces costly, the approach of providing additional parking requires ongoing commitment to allocate both land and funds to ensuring supply outweighs demand as the City of Ipswich grows to more than double its population in the coming decades. The following elements have been considered regarding the future economic cost and benefits of parking provision or alternative transport provision within Ipswich based in national and international studies. A detailed discussion on the cost and benefit elements is provided further below.

- The cost borne by community for the space taken up by car parking;
- The historical economic benefit of retail centres by provision of car parking;
- The economic, social and health benefits of active transport infrastructure provision;
- The public realm benefits of removing on-street parking spaces;
- The economic return for retail by different modes of travel by shoppers;

The provision of car parking spaces is in effect the leasing of space for the storage of motor vehicles when not in use. As car ownership has increased over the past fifty years, so too has the cost of congestion and the cost of providing car parking spaces. In a retail centre context, car parking spaces are considered a necessary cost to ensure shoppers have convenient access to retail precincts. However, private motor vehicles are not the only means of conveyance for prospective shoppers.

The provision of significant car parking spaces encourages prospective shoppers to drive to retail centres rather than use other modes of transport (e.g. public transport or active transport). The costs of providing car parking spaces, particularly street parking spaces, have traditionally been socialised (borne by the community, as opposed to the motorist), with parking fees rarely recovering the cost of providing parking and at best recovering enforcement and revenue collection costs.

The United Kingdom Department of Transport (2015) reports that for every £1 of investment in active transport infrastructure generates a return of between £5 and £10, which represents a significant multiplier. Queensland's

Department of Transport and Main Roads (TMR) have also calculated that on average, every \$1 invested in cycling infrastructure returns almost \$5 to QLD in health benefits, reduced traffic congestion and other benefits¹³.

Removing on-street parking spaces in favour of providing active and public transport infrastructure can improve the public realm of a place or precinct, which in turn can increase dwell times. New York City Department of transport (NYC DoT, 2014) found that a reduction in on-street parking provision, resulted in increases in retail sales within 'improvement precincts'¹⁴ of more than twice the rate of retail sales growth experienced in the remainder of their host borough.

Lee and March (2010) investigated the relative expected retail expenditure of shoppers at Lygon Street, Carlton (Melbourne) by mode of travel. The study undertook intercept surveys of Lygon Street shoppers. The survey identified that the anticipated average spend of shoppers by mode as follows:

- Car: \$118 per trip;
- Bicycle: \$62 per trip;
- Public transport: \$80 per trip; and
- Pedestrian: \$79 per trip.

The survey found car users were anticipating to spend ~90% more than bicycle users, however when the metric was converted to a spend per hour the difference narrowed to ~37%. The anticipated expenditure per hour by mode was:

- Car: \$65 per hour;
- Bicycle: \$47 per hour;
- Public transport: \$41 per hour; and
- Pedestrian: \$58 per hour.

Relevantly however, Lee and March (2010) observed a single car space if converted to cycle parking can accommodate multiple bicycles as opposed to a single car. Lee and March (2010) went on to point out that in 2008 the City of Melbourne replaced two car parking spaces with six bicycle parking stations, which based on average expenditure by mode, the expenditure previously derived from the two car parking spaces was \$156 per hour, it is now almost four times as much (around \$565 per hour). A key conclusion from Lee and March (2010) was even though a car user spends more per hour on average than a bike rider, the small area of public space required for bike parking suggests that each square metre allocated to bike parking generated \$31 per hour, compared to \$6 generated for each square metre used for a car parking space.

A movement and place project undertaken in Brighton, UK was implemented to improve pedestrian priority. This was achieved by reducing the speed limit and installing high quality street furniture. Upon completion of the project, pedestrian volumes were found to have increased by 160% with many people found to be spending longer times and taking part in on-street activities¹⁵. Typically arriving at a centre by active or public transport correlates to people spending longer within the centre which generally results in a higher overall spend by the visitor.

Gössling and Choi (2015) estimated that the societal cost of cycling was in the order of €0.08/km, compared to €0.50/km for driving a car. In other words, the cost to society of car driving is more than six times greater than the cost of cycling. Gössling and Choi (2015) anticipate this cost differential will increase over time with the costs of congestion associated with car driving anticipated to accelerate disproportionately faster than the size of the vehicle fleet.

Economic benefits can also be realised through investment in non-car parking infrastructure. Economic modelling has shown that for every \$1 invested in cycling infrastructure, \$5 is returned to QLD through a range of benefits including community health, traffic decongestion and savings in car user costs¹⁶. Additionally, it has been estimated that for every \$1 invested in public transport outcomes, \$4 in economic returns are generated¹⁷.

¹³ Queensland Cycling Strategy 2017-2027 from Queensland Cycle Infrastructure Investment Strategy 2016-26 and Business Case

¹⁴ Precincts where street parking was replaced with active transport infrastructure.

¹⁵ Streets for People: Compendium for South Australian Practice, Government of South Australia 2012

¹⁶ Changing gear: how we're planning for active transport, Department of State Development, Infrastructure, Local Government and Planning 2022

¹⁷ Economic Recovery: Promoting Growth, American Public Transportation Association 2012

5.3 KERBSIDE MANAGEMENT TO SUPPORT PLACE-BASED OUTCOMES

Parking and associated access areas on the kerbside consume considerable space. On-street parking modifies a street's aesthetic value, particularly from the lens of someone walking or riding a bike. Streets are finite spaces with multiple competing demands. Trees and landscaping, wide footpaths and shared paths, on- and off-road cycling infrastructure, and public transport infrastructure are all elements of a desirable streetscape which are competing for space with parking. From this perspective, it is clear that all of these uses cannot be accommodated on a single street and that some uses must be prioritised more than others.

Kerbside management has a vital role to play in ensuring that the place function of streets is not compromised.

Outcomes from the stakeholder engagement activities showed that the value of place was highly regarded. Stakeholders generally held a higher value for places for people rather than vehicles. This aligns well with a Movement and Place approach.

5.3.1 Future Ready Kerbside

In 2020, WSP was commissioned by Uber to explore the future ready kerbside that supports places for people. A white paper¹⁸ was prepared which introduced new analytical techniques to explore what the future may hold, building on the Shared Mobility Principles for Liveable Cities.

The white paper included 10 recommendations for city leaders:

1. Co-Design the vision for places in partnership with the community, businesses and governments. Having a shared vision amongst all stakeholders is a crucial first step and requires active partnership working between local communities, local businesses and governments.
2. Take a people-and-place first approach so that new mobility is an enabler and not a detractor to realising the co-designed vision. Too often city leaders discuss new mobility as a threat to our places or frame it as wondering what the future may hold. The conversation needs to be flipped to consider what we want from our places and then how can new mobility best support that vision.
3. Multi-modal approach is needed to plan for people and places that is focused on sustainable and efficient journeys. We need to design for how we want people to access places and in a way that supports our vision for the place. This means designing to prioritise the best mode for different trip types through multi-modal planning for the whole of journey.
4. Road and street network plans must meaningfully reflect place functions, as well as movement, so that fine-grained planning is possible at the local scale. People need both movement and place functions from our roads and streets. However, it is fair to say that over time city leaders have prioritised the movement function in the majority of cases. It is time for the pendulum to swing the other way to ensure that town centres, local community centres and places of economic activity welcome people to visit and dwell.
5. Street design guidelines must get ahead of new mobility and proactively focus on the best possible outcomes for people and places. Governments must proactively keep pace with emerging mobility techniques and be focussed on the movement and place outcomes that best achieve the vision for people and places, rather than simply accommodating the design requirements of new mobility, through proactively updating street design guidelines.
6. Dynamically manage and allocate the kerbside to use it more productively and achieve the vision for the place. Existing kerbside uses are often a legacy of decisions made by governments in previous decades. Static approaches to kerbside application are failing people and places. Making better use of kerbside make it easier to reallocate space to other uses such as seating and shade.
7. Move from general parking to pick-up / drop-off for people and goods to improve kerbside productivity and access to local places. The kerbside needs to work harder to enable more people to access local businesses and services, and for businesses to send and receive deliveries. This means restricting the use of general parking, such as two- and four-hour parking zones, in preference for pick-up / drop-off zones.
8. Reallocating kerbside and road space in our places towards activities such as seating, shared and play that attract people to local businesses. Achieving the vision for our places will mean reallocating the kerbside and road space away from a movement function towards fulfilling place functions.

¹⁸ Place and Mobility: Future Ready Kerbside – Executive Summary and Recommendations for City Leaders (WSP, 2020)

9. Prioritise walking to access local places, along with transit and micro-mobility, supported by funding for local infrastructure. Too often places are considered in isolation. Infrastructure funding decisions and the scope of local plans must encompass local infrastructure like wider footpaths and bike lanes to support people to access their local places.
10. Always design and continually upgrade local infrastructure for safe use and access, for people of all ages and abilities. Cities need to incorporate thoughtful design to ensure there is equal physical, digital, and financial access to transport services and places for everyone in our community. Perceived and actual road and interpersonal safety is crucial to bringing people to places and intelligent street and road design can have a big impact for all users.

5.3.2 Movement and Place

In the absence of an endorsed framework developed specifically for Queensland, the NSW Movement and Place Framework has been included as a case study. The NSW Movement and Place Framework brings together knowledge and experience from across state and local governments to create a body of expertise and community of practice.

NSW Movement and Place Framework

Movement and Place is a multi-disciplinary, place-based approach to the planning, design, delivery and operation of transport networks. It recognises and seeks to optime the network of public spaces formed by roads and streets and the spaces they adjoin and impact.

A 'place-based' approach to planning involves taking a collaborative, spatial, long-term approach to develop contextual responses that better meet the needs of local people and their environment. Place-based planning aims to build and support thriving communities through collaboration, partnering, shared design, shared stewardship, and shared accountability.

Roads and streets are key public spaces for communities – places where people spend time and socialise – enabling activities that add vitality to neighbourhoods. Aligning movement and place in the design of roads and streets can give users of all ages and abilities better, safer and healthier travel options while creating appealing places where people want to live.

Movement and Place provides a cohesive approach to aligning:

- Integrated and efficient movement of people and goods with
- Amenity and quality of places

Movement and Place in Ipswich

The existing Movement and Place matrix contained within the iGO Transport Strategy is shown in Figure 13.

MOVEMENT AND PLACE MATRIX

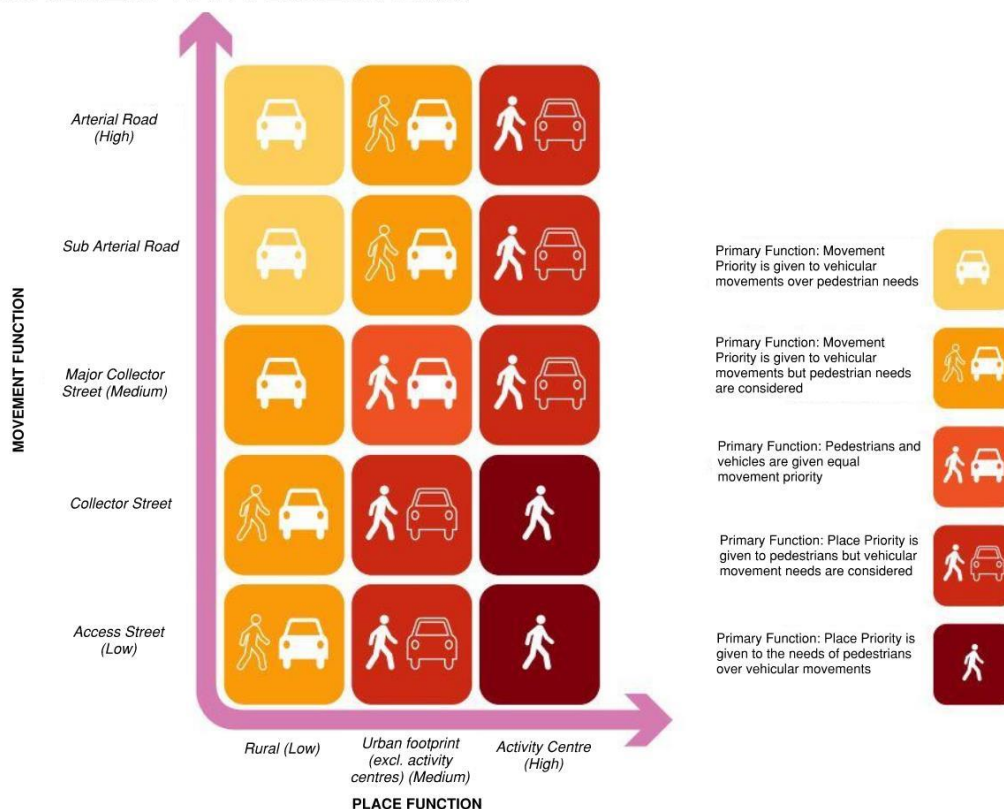


Figure 13: iGO Movement and Place Matrix (Source: ICC)

The notion of Movement and Place is reflected in the development of the Kerbside User Priority Hierarchies which are further discussed in subsequent sections of this report.

5.4 PARKING TECHNOLOGIES AND ENFORCEMENT

Parking management can be supported by advances in available technology and as identified in the iGO Intelligent Transport Systems Strategy, Council has an opportunity to modernise its parking management services by adopting smart parking solutions to:

- Improve the customer experience
- Enhance economic development and social interaction opportunities in activity centres
- Provide more effective monitoring and compliance capabilities.

Efficient enforcement of parking spaces is critical for parking management. Enforcement allows for an understanding of the usage (in terms of both occupancy and duration of stay) of parking assets to be gained on a regular basis. In turn, this provides Council with vital information that can be used to help efficiently plan future parking provision.

New and emerging parking technologies go hand-in-hand with parking enforcement. Technology such as smart parking meters enable real-time tracking of parking utilisation and can provide an opportunity for Council to undertake targeted enforcement measures in specific areas where over-staying is identified as being an issue.

5.4.1 Smart Parking Implementation

In October 2022, CK Consulting prepared the *Smart Parking Implementation Concept Roadmap Recommendations Report* for ICC. Parking tends to benefit from advances made in consumer technology, vehicle technology and security

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technology. Digitising and modernising parking technology is an ongoing process especially in the areas of payment and detection (occupancy and identification). As part of their project CK Consulting identified available parking technologies which are currently being used by various jurisdictions. The technologies have been colour coded showing which technologies should be optimised, recommended and then considered next. Figure 14 shows these technologies graphically.

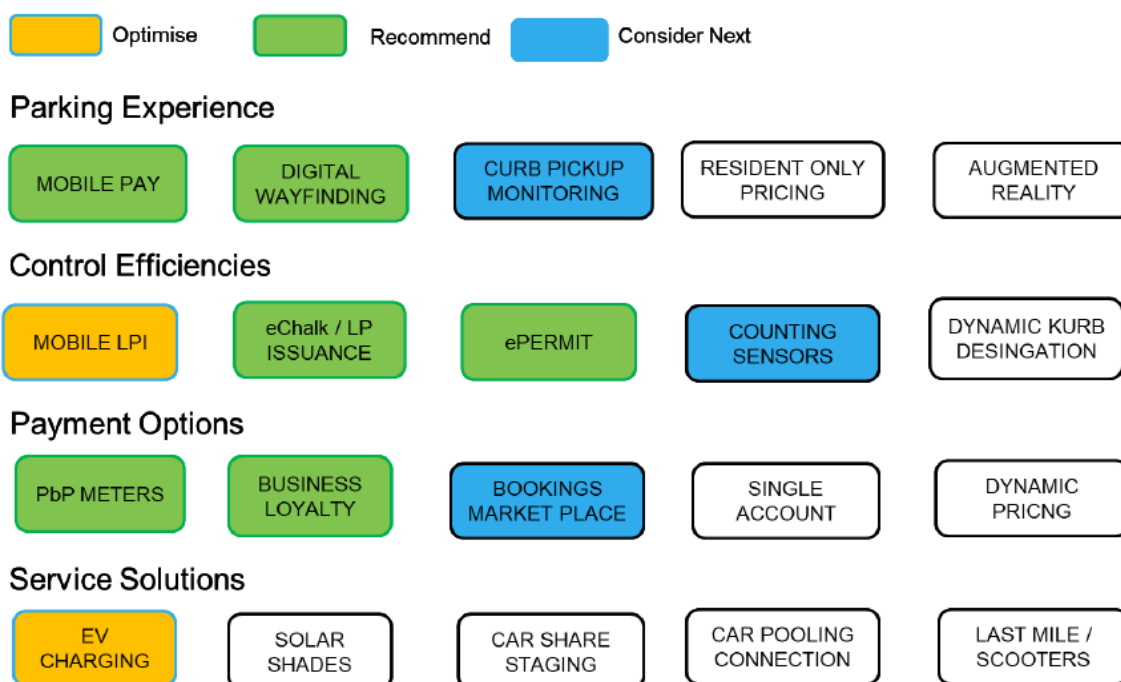


Figure 14: Smart Parking Technologies (Source: CK Consulting)

In developing the Smart Parking roadmap, four new capabilities were proposed which can be utilised by Council:

1. Digitised Accessibility
2. Support for Community and Business
3. Establish Enforcement Connection
4. Be Analytics Driven

The changes required to enable each capability are outlined in Table 11.

Table 11: New Parking Capabilities (Source: CK Consulting)

NEW CAPABILITY	CHANGES REQUIRED
Digitised Accessibility	<ul style="list-style-type: none"> New Parking Meters New ePermit service New Pay by Phone App Enforcement version upgrade
Support for Community and Business	<ul style="list-style-type: none"> Digital Parking Implementation Community Engagement Plan for Surveys Community Engagement on Events and Retail Support Active Traffic Analysis on Best Kerbside Use

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NEW CAPABILITY	CHANGES REQUIRED
Establish Enforcement Connection	<ul style="list-style-type: none"> Digital Parking Implementation (include ePermits) Programmed Review of Data for Traffic Planning Enforcement Resourcing Strategy and Plan New Mobile Enforcement Vehicle Assets
Be Analytics Driven	<ul style="list-style-type: none"> Integrated Smart Parking systems Updating of Digital Wayfinding Signage and Digital Kerbside Active Data Monitoring and Planning New Managed Service Agreements and KPIs

5.5 PARKING EDUCATION

The iGO PAP has a role to play in demonstrating why the traditional “Predict and Provide” approach to parking management is outdated and should be replaced by the more contemporary “Demand Management” approach. Public education is a key policy focus area which was previously identified in the iGO Transport Plan. The aim of this policy focus area is to *promote the strategic long-term benefits of changing the parking culture in a growing city.*

Behaviour change will occur when community sentiment shifts towards alternative transport modes and away from private vehicles. It is important to ensure that the community understands the trade-off that must occur between providing additional parking spaces or prioritising other kerbside uses.

Several factors have been identified that can influence travel behaviour including:

- The availability of viable and safe transport alternatives
- The perceived quality and safety of active transport routes and the destination as a place, including the accessibility of bicycle parking
- The distance required to travel to the destination

Future parking demand needs to be managed through a combination of existing parking infrastructure and alternative transport modes, while also ensuring that alternative transport options or kerbside uses are not compromised.

The success of any public education campaign is dependent on the implementation of changes to parking policy including changes to parking restrictions and pricing parking. Even if drivers have been educated on the benefits of a “Demand Management” approach to parking, they are unlikely to change their behaviour if there is no incentive (or disincentive) to do so. As outlined in Section 5.3.1, co-design and bringing the community along the journey is crucial to positive outcomes in changing kerbside provision, along with demonstrating the positive place outcomes that can be achieved when repurposing kerbside space from private vehicle parking.

Demonstrating that private vehicles should not be the default mode choice needs to start early on so that children are exposed to a wide variety of travel choices in their journey to school. This is reflected in the development of a specific kerbside user priority hierarchy for schools which needs to be implemented alongside other programs incentivising the use of non-motorised access for school trips.

6 ASPIRATIONS

The aspirations of the PAP have been directly developed to respond to the outcomes of the stakeholder engagement. This has included aligning the goals and objectives to the key stakeholder engagement outcome themes previously identified.

The vision, goals and objectives which underpin this iGO PAP are linked to the achievement of the broader iGO vision and objectives, along with reaching the outcomes of Council's iFuture Corporate Plan 2021-2026 under the themes of 'Vibrant and Growing' and 'Safe, Inclusive and Creative'. An overview of the strategic framework developed for the iGO PAP is shown in Figure 15.

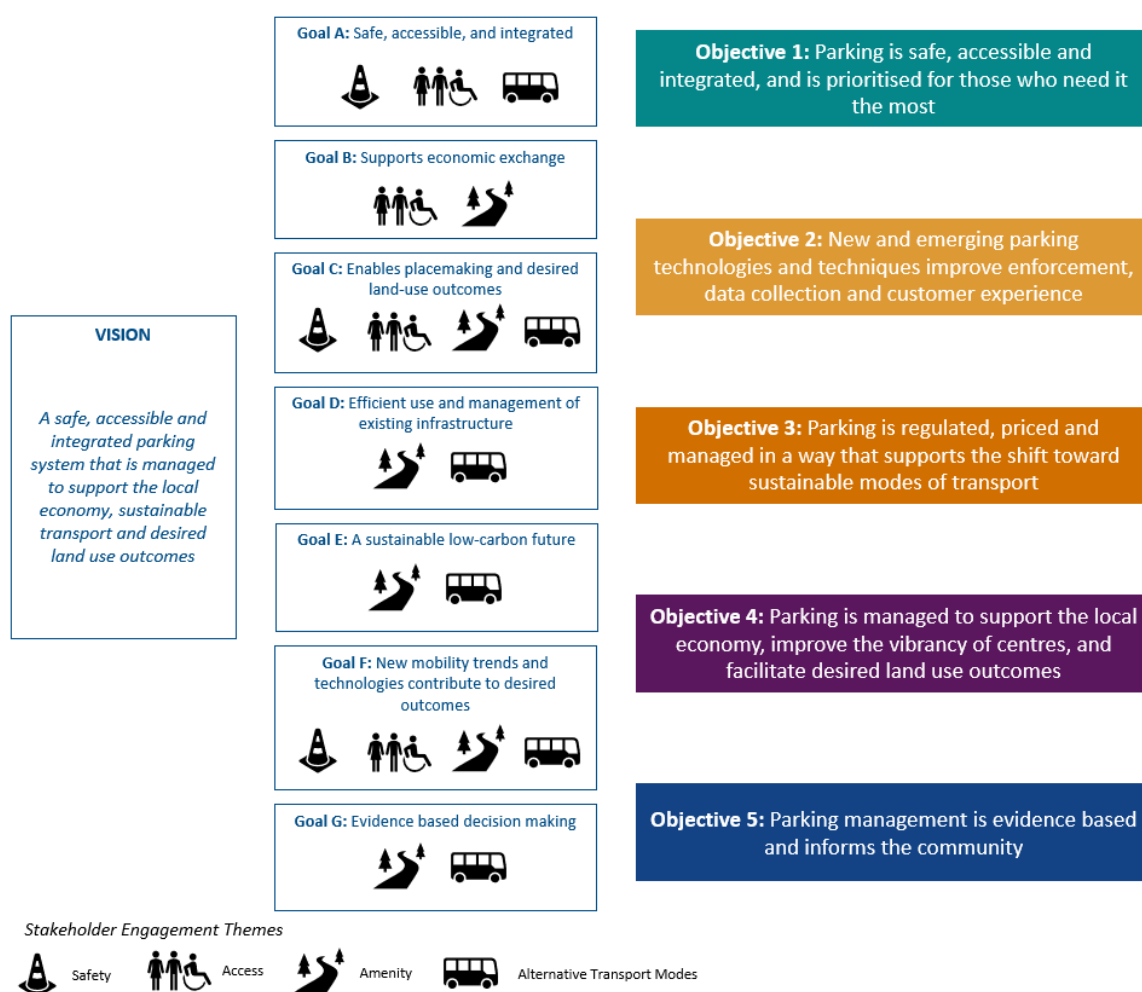


Figure 15: iGO PAP Strategic Framework (Source: PSA)

To demonstrate the link between stakeholder engagement outcomes and the aspirations of the PAP, Table 12 demonstrates alignment of the Goals and Objectives to the stakeholder engagement outcome themes.

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Table 12: Goals and Objectives Alignment with Key Stakeholder Engagement Themes (Source: PSA)

PAP ELEMENT	THEMES			
	Safety	Access	Amenity	Alternative Transport Modes
Goals				
Safe, accessible, and integrated				
Supports economic exchange				
Enables placemaking and desired land-use outcomes				
Efficient use and management of existing infrastructure				
A sustainable low-carbon future				
New mobility trends and technologies contribute to desired outcomes				
Evidence based decision making				
Objectives				
Parking is safe, accessible and integrated and is priorities for those who need it most				
New and emerging parking technologies and techniques improve enforcement, data collection, and customer experience				
Parking is regulated, priced and managed in a way that supports the shift towards sustainable modes of transport				
Parking is managed to support the local economy, improve the vibrancy of centres, and facilitate desired land use outcomes				
Parking management is evidence based and informs the community				

The relationship between the Goals of the iGO PAP and the iFuture Themes is shown in Table 13.

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Table 13: Relationship between PAP Goals and iFuture Themes (Source: PSA, ICC)

PAP GOALS	iFUTURE THEMES
Goal A: Safe, accessible, and integrated	<i>Theme 2: Safe, Inclusive & Creative</i>
Goal B: Supports economic exchange	<i>Theme 1: Vibrant & Growing</i>
Goal C: Enables placemaking and desired land-use outcomes	<i>Theme 1: Vibrant & Growing</i>
Goal D: Efficient use and management of existing infrastructure	<i>Theme 3: Natural & Sustainable</i> <i>Theme 4: A Trusted & Leading Organisation</i>
Goal E: A sustainable low-carbon future	<i>Theme 3: Natural & Sustainable</i>
Goal F: New mobility trends and technologies contribute to desired outcomes	<i>Theme 4: A Trusted & Leading Organisation</i>
Goal G: Evidence based decision making	<i>Theme 4: A Trusted & Leading Organisation</i>

Overall, the focus on evidence-based decision making is critical to ICC being a Trusted and Leading Organisation, while the safe, inclusive and creative theme is achieved through providing accessibility to those who need it most. The strategy provides motivation for a vibrant and growing, and a natural and sustainable Ipswich, through maximising the efficiency of existing parking assets while encouraging a shift to more sustainable alternatives.

7 DELIVERY

7.1 ACTION AND IMPLEMENTATION PLAN

Actions have been developed to respond to issues and opportunities raised through stakeholder consultation activities. These actions have been sorted within each of the objectives for PAP, showing clear alignment back to the overall strategic framework.

7.1.1 Actions Alignment

The alignment of each action with the overall Goals of the strategic framework has been shown. In addition to this alignment, several indicators have been established for each action and are discussed as follows.

Timeframe for Implementation




The timeframe for implementation of each action has been determined. This has been undertaken on a qualitative basis with the following timeframes noted:

- **O** - Ongoing (underway and continuing)
- **S** - Short (within 5 years)
- **M** - Medium (5 – 10 years)

Priority

A qualitative assessment of the priority of each action has been developed according to the indicators shown in Table 14.

Table 14: Priority Indicators (Source: PSA)

PRIORITY		
		
Low	Medium	High

Indicative Cost

Where a qualitative assessment of cost was possible, the indicative cost of implementing the action has been included. Table 15 shows the indicators used for cost.

Table 15: Indicative Cost Indicators (Source: PSA)

INDICATIVE COST
\$ less than \$50,000
\$\$ between \$50,000 – \$200,000
\$\$\$ over \$200,000

7.1.2 Actions Development

Actions have been developed to respond to issues and opportunities raised through stakeholder consultation activities and align with the vision, goals and objectives of the PAP. These actions have been sorted within each of the objectives, showing clear alignment back to the overall strategic framework.

Table 16 shows a summary of the developed actions and their alignment with the overall Strategic Framework goals. The table also notes the action owner, contributor (if relevant), timeframe for implementation, priority, indicative cost, and any links to existing strategies.

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Table 16: Actions Development and Alignment (Source: PSA)

ACTION	OWNER	CONTRIBUTOR	TIMEFRAME FOR IMPLEMENTATION	PRIORITY	INDICATIVE COST	ALIGNMENT WITH GOALS							LINKS TO OTHER STRATEGIES
						Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	
Objective 1: Parking is safe, accessible and integrated, and is prioritised for those that need it the most													
Action 1.1 Manage the use of kerbside space within principal activity centres using the Kerbside User Priority Hierarchy	ICC		O		Officer Time								
Action 1.2 Work with the Queensland Government to ensure that new schools and school expansions have an appropriate provision of off-street parking and loading facilities for operational functionality and are designed to the relevant standards	ICC	TMR	O		Officer Time								
Action 1.3 Conduct an audit of on- and off-street public PWD parking spaces within principal activity centres to determine their level of compliance, identify shortfalls and undertake remedial action where feasible and practical	ICC		S		\$								
Action 1.4 Ensure that all new and upgraded parking adheres to Crime Prevention Through Environmental Design (CPTED) principles, and is compliant with relevant design standards	ICC		O		Officer Time								
Action 1.5 Work in partnership with the Queensland Government to improve the connectivity of on and off street parking areas to the Ipswich Hospital in accordance with TMR's Ipswich Hospital Walking Network Plan	ICC	TMR	O		Officer Time								Ipswich Hospital Walking Network Plan
Objective 2: New and emerging parking technologies and techniques improve enforcement, data collection and customer experience													
Action 2.1 Transition existing parking meters to a pay-by-plate and app based system to improve customer experience and enforcement capabilities	ICC		S		\$\$\$								
Action 2.2 Investigate opportunities to further improve parking enforcement and management within activity centres, data collection regimes and wayfinding using technology solutions	ICC		S		Officer Time								
Action 2.3 Investigate opportunities to transition Council's existing metered parking to a cash-less system	ICC		M		Officer Time								
Action 2.4 Develop a business case for additional parking enforcement resources to ensure that parking is managed appropriately and considers the needs of the future	ICC		S		Officer Time								
Objective 3: Parking is regulated, priced and managed in a way that supports the shift toward sustainable modes of transport													
Action 3.1 Commission an independent review of the Transport and Parking Code and Planning Scheme Policy within the Ipswich Planning Scheme. This review should consider the appropriateness of parking rates across all relevant modes, investigate the relevance and effectiveness of existing travel demand management measures and encourage the deployment and uptake of electric vehicles	ICC		S		\$\$								
Action 3.2 Investigate the opportunities and potential challenges of using parking revenue to fund sustainable transport and/or streetscape improvements in the areas in which they are collected	ICC		S		Officer Time								iGO Transport Plan

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ACTION	OWNER	CONTRIBUTOR	TIMEFRAME FOR IMPLEMENTATION	PRIORITY	INDICATIVE COST	ALIGNMENT WITH GOALS							LINKS TO OTHER STRATEGIES
						Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	
Action 3.3 Develop a travel plan template to assist schools with managing peak travel demands, parking pressures, and road safety concerns	ICC		S		Officer Time								
Action 3.4 Support and encourage major city employers to develop Sustainable Workplace Travel Plans to reduce staff parking demand	ICC	Industry	O		Officer Time								
Action 3.5 Investigate opportunities to provide safe and convenient motorcycle parking within principal activity centres in accordance with the Kerbside User Priority Hierarchy	ICC		S		\$								
Action 3.6 Review parking prices in the Fees and Charges Schedule and initiate changes based on the parking management framework within the Parking Pricing Guideline	ICC		O		Officer Time								
Action 3.7 Review local laws to enable commercial operations within the road reserve of electric vehicle charging bays, micromobility parking and car-sharing spaces	ICC		S		Officer Time								
Action 3.8 Support and enable sustainable start- and end-of-journey connectivity and mobility options (e.g., micromobility) for commuters parking at peripheral car parking areas within activity centres	ICC		O		Officer Time								
Action 3.9 Investigate the feasibility to implement an Ipswich Central shuttle bus service to assist with mobility to key landmarks and peripheral parking areas	ICC	TMR	M		\$\$								
Objective 4: Parking is managed to support the local economy, improve the vibrancy of centres, and facilitate desired land use outcomes													
Action 4.1 Prepare and implement precinct plans/ parking management plans for following parking precincts in Ipswich Central <ul style="list-style-type: none">Top of Town & Centre CoreMedical PrecinctEducation PrecinctOthers (if demand warrants)	ICC		S		Officer Time								
Action 4.2 Prepare and implement precinct plans/ parking management plans for following parking precincts in Springfield Town Centre <ul style="list-style-type: none">Mater PrecinctParklands PrecinctOthers (if demand warrants)	ICC		M		\$\$								
Action 4.3 Identify opportunities to repurpose underutilised on-street car parking spaces at strategic locations across activity centres for the purpose of street planting and parklets to improve streetscape amenity and facilitate economic exchange	ICC		S		Officer Time								
Action 4.4 Review the utilisation of loading zones in Centres to ensure the number and size of bays as well as time limitation reflects the needs of users	ICC		S		Officer Time								iGO Freight Action Plan (Action 2.11)

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ACTION	OWNER	CONTRIBUTOR	TIMEFRAME FOR IMPLEMENTATION	PRIORITY	INDICATIVE COST	ALIGNMENT WITH GOALS							LINKS TO OTHER STRATEGIES
						Goal A	Goal B	Goal C	Goal D	Goal E	Goal F	Goal G	
Action 4.5 Investigate opportunities to provide additional shade / canopy cover in activity centres between peripheral parking areas and key landmarks as part of Council’s Urban Greening Plan	ICC		S		Officer Time								Urban Greening Plan 2022-2042
Action 4.6 Investigate the potential for flexible kerbside allocation which can respond to different demands in different time periods.	ICC		S		Officer Time								
Objective 5: Parking management is evidence based and informs the community													
Action 5.1 Undertake parking management interventions (changes to pricing and time restrictions) based on recommendations from the Parking Pricing Guideline	ICC		O		\$								iGO Transport Plan
Action 5.2 Undertake a review of the Parking Pricing Guideline ensuring that it remains contemporary and fit-for-purpose	ICC		S		\$								iGO Transport Plan
Action 5.3 Monitor parking operations in areas outside of principal activity centres with high parking demand and implement regulated parking measures as needed	ICC		O		Officer Time								iGO Transport Plan (Action P1)
Action 5.4 Continue to provide timely information to the community regarding any changes to parking restrictions	ICC		O		Officer Time								
Action 5.5 Undertake an education campaign with the community to explain the benefits of moving away from a “predict and provide” approach and towards a “demand management” approach to parking supply	ICC		O		Officer Time								
Action 5.6 Regularly update Council’s Safe Parking Guide (publicly available on Council website) and associated mapping to capture parking management changes within activity centres	ICC		O		Officer Time								
Action 5.7 Amend the local laws as required using an evidence-based approach to update traffic areas and off-street regulated parking areas	ICC		O		Officer Time								

7.2 MONITORING AND REVIEW

The iGO PAP will be updated on a regular basis to ensure that emerging parking issues are captured and addressed in ongoing action delivery. To monitor the progress of the actions, several targets have been devised. Each target links back directly to an objective and has been developed to be easily measurable on a cyclical basis. Where possible, the measures have been taken and/or calculated from readily available data already collected by Council. Figure 16 outlines each target identified and the associated measures used to evaluate the objectives.

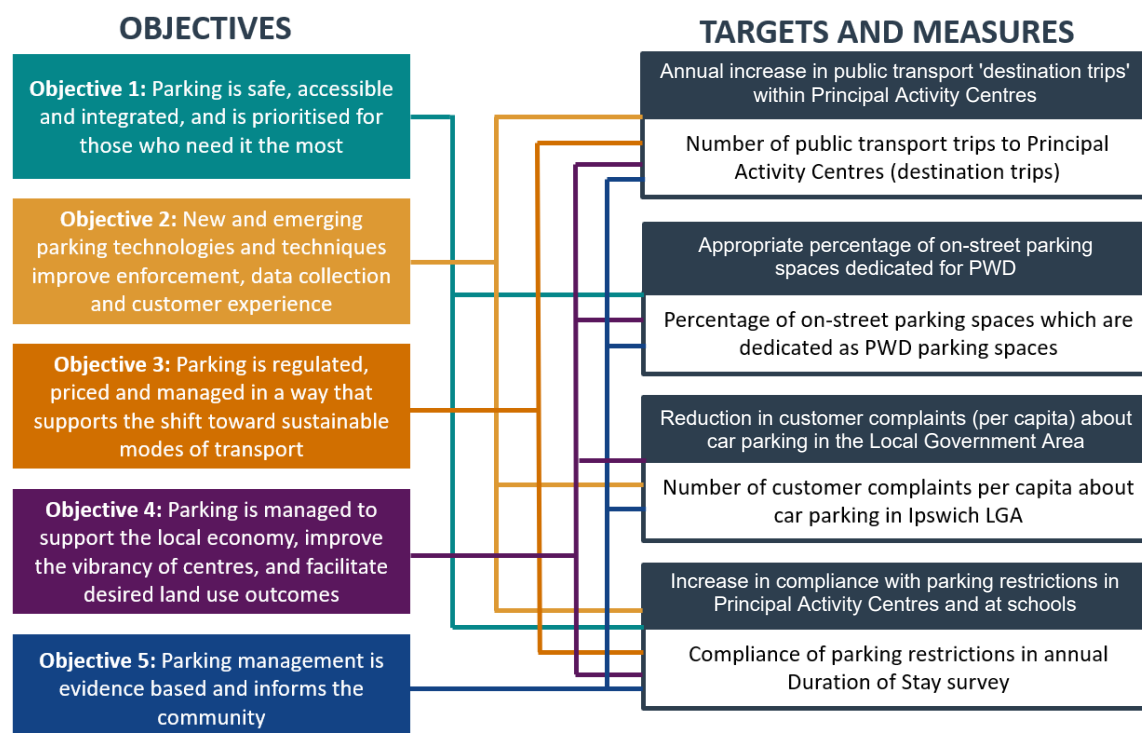


Figure 16: Targets and Measures (Source: PSA)

Further detail on each target and data sources which will be used for each measure are outlined in Table 17.

Table 17: Data Sources for Measures (Source: PSA, ICC)

DETAILED TARGETS	MEASURE	DATA SOURCE(S)
Annual increase in public transport 'destination trips' within Principal Activity Centres	Number of public transport 'destination' trips within Principal Activity Centre using 22/23 FY Translink data as a benchmark	Translink Public Transport Origin-Destination Trips (reported monthly)
Medical Precinct: 3% of on-street parking spaces dedicated for PWD Top of Town, Centre East, Centre Core Precincts: 2% of on-street parking spaces dedicated for PWD Springfield Town Centre: PWD parking spaces dedicated in alignment with land-use recommendations	Percentage of on-street parking spaces which are dedicated as PWD parking spaces	Principal Activity Centre Annual Parking Survey PWD parking audit AS2890.5 – Table 4.2

DETAILED TARGETS	MEASURE	DATA SOURCE(S)
Reduction in customer complaints (per capita) about car parking in the Local Government Area	Number of customer complaints per capita about car parking in Ipswich LGA	Customer Experience Survey requests
Increase in compliance with parking restrictions in Principal Activity Centres and at schools	Compliance of parking restrictions in annual Duration of Stay survey	Principal Activity Centre Annual Parking Survey – Duration of Stay (parts of Brisbane Street, Limestone Street, Ellenborough Street and Queens Park only) Parking infringements

7.3 DECISION MAKING FRAMEWORKS

7.3.1 Parking Precincts

A parking precinct is a geographic area in which parking needs and demands are approximately homogenous. Parking precincts allow strategic decisions to be made regarding parking which are localised and relevant. For example, parking demands are different in and around the central Ipswich area compared to North Ipswich. Specifying parking precincts allows for different decisions to be made regarding parking in each precinct, rather than applying a city-wide approach.

Ipswich Central

The parking precincts for Ipswich Central are shown in Figure 17.

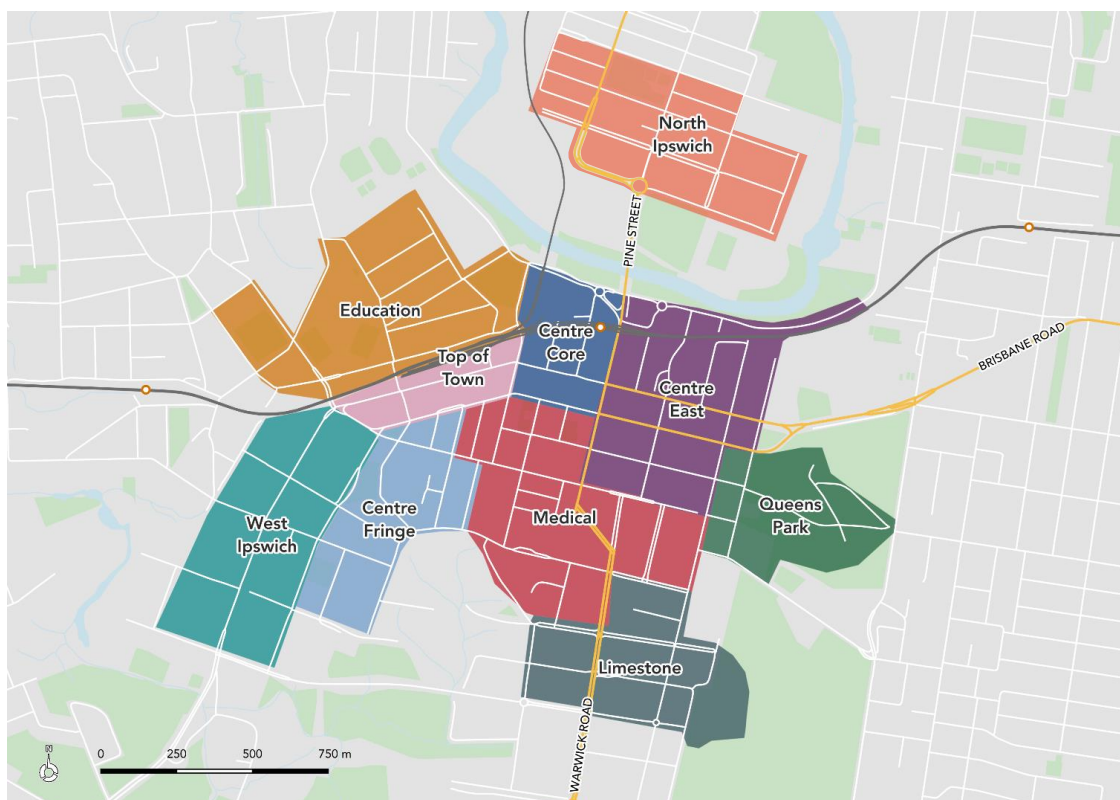


Figure 17: Ipswich Central Parking Precincts (Source: ICC, PSA)

Springfield Town Centre

Parking precincts have been developed for Springfield Town Centre based on the Town Centre Concept Plan and are shown in Figure 18



Figure 18: Springfield Town Centre Parking Precincts (Source: ICC, PSA)

Various sporting fields and facilities are located in the area bounded by the Mountain Creek, Hillside and Mater parking precincts. While the demand for parking in this area has the potential to be different compared to the neighbouring precincts, all parking in the area is off-street and therefore outside the scope of the parking precincts (and subsequent kerbside user priority hierarchy). On-street parking on streets adjoining the sporting fields is included within the neighbouring parking precincts. As Springfield Town Centre continues to mature and develop, parking behaviours in this area should be monitored and a new parking precinct and associated kerbside user priority hierarchy developed if required.

7.3.2 Kerbside User Priority Hierarchies

A kerbside user priority hierarchy helps to guide which users are best suited for a particular location and informs the kerbside allocation for that precinct. The objectives of a kerbside user priority hierarchy are to:

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- Uphold the safety and convenience of all road users
- Encourage the use of alternative transport modes such as bus, train, walking and cycling
- Promote equitable and transparent allocation of parking spaces across all user groups
- Facilitate consistent decision making regarding parking infrastructure

Associated policies, such as those on pricing, time regulations, and enforcement, should support the parking hierarchy. Any requests for alterations to kerbside allocation should be reviewed according to the defined hierarchy to determine if it fits within the parking hierarchy for that precinct or location. Similarly, the hierarchy should be used when allocating kerbside space in and around new developments. Kerbside user types are defined as follows:

	Motorcycle and Scooters		Long Stay Parking (>4 hours)
	Public Transport		Residents
	Loading Goods		Cyclists
	Disability Permit Holders		Park 'n' Ride
	Loading Passengers		Micromobility (including charging capabilities)
	Short to Medium Stay Parking (<4 hours)		Electric Vehicle Parking and Charging
	Parklets		

The Ipswich Central Kerbside User Priority Hierarchy is shown in Table 18.

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Table 18: Ipswich Central Kerbside User Priority Hierarchy (Source: ICC, PSA)

PRIORITY	CENTRE CORE	CENTRE EAST	MEDICAL	CENTRE FRINGE	WEST IPSWICH	TOP OF TOWN	EDUCATION	NORTH IPSWICH	QUEENS PARK	LIMESTONE
Highest										
Lowest										
Not Permitted / Applicable										

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At its core, the kerbside user priority hierarchy is focussed on ensuring that the limited and finite amount of kerbside space available is used for the best possible purpose.

Following similar principles outlined for the review of the Ipswich Central kerbside user priority hierarchy, a kerbside user priority hierarchy for parking precincts in Springfield Town Centre has been developed. This has included placing an emphasis on accessibility for other transport modes at the expense of providing longer term parking for private vehicles. The Springfield Town Centre kerbside user priority hierarchy is shown in Table 19.

A kerbside user priority hierarchy has also been developed specifically for schools, which is applicable in all precincts and is shown in Table 20.

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Technical Report



Table 19: Springfield Town Centre Kerbside User Priority Hierarchy (Source: ICC, PSA)

PRIORITY	TOWN CENTRE NORTH	SOUTHERN CROSS	MATER	HILLSIDE	PARKSIDE	BOULEVARD	VICINITY	MOUNTAIN CREEK
Highest								
Lowest								
Not Permitted / Applicable								

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Table 20: School Specific Kerbside User Priority Hierarchy (Source: PSA, ICC)

PRIORITY	SCHOOLS
Highest	
	
	
	
	
	
Lowest	
	
	
	
	
Not Permitted / Applicable	
	
	

7.3.3 Parking Pricing Guideline

The Parking Pricing Guideline (formerly the Parking Pricing Strategy) establishes a strategic direction for Council to adopt as an approach to parking management, allowing consistent and uniform responses for the implementation of priced parking and the management of time restrictions in the Ipswich City Centre, Springfield Town Centre and activity centres experiencing parking pressures.

Priced parking is one of several parking management tools that can be used by Council to appropriately manage parking demand. Successfully implemented and effective priced parking regimes are widely acknowledged as delivering a range of broader benefits. These can include the following:

- **Mode shift:** Priced parking influences mode choice, meaning residents who can access activity centres by walking, cycling or public transport will do so to avoid paying for parking.
- **Turnover and utilisation:** Priced parking supports efficient utilisation and encourages regular turnover to ensure sufficient parking availability at all times.
- **Equity:** Priced parking ensures that parking is available to those who require it most, including disabled parking and special needs parking.
- **Town centre amenity:** Priced parking contributes to vibrant town centres and the public realm by accommodating visitors and supporting kerbside activity.
- **Road network:** Priced parking reduces the amount of traffic on the local street network by discouraging short trips made by private vehicle where walking, cycling or public transport are viable options.
- **Fringe parking and walkability:** Priced parking encourages longer-term parkers to use less convenient spaces (i.e. off-street or fringe locations) to increase activity in city centre local streets.
- **Development:** Priced parking reduces the number of spaces needed to meet demand, reducing total parking costs and allowing more compact development.
- **Revenue:** Priced parking revenue could be used to fund sustainable transport infrastructure and initiatives, or investment in streetscapes and the public realm.

The Guideline includes a mechanism to convert existing car parking spaces to other uses such as parklets/street patios, shade or landscaping, in line with the Kerbside User Priority Hierarchy for the particular parking precinct. The conversion of existing parking spaces depends on the average peak-period occupancy. For on-street parking spaces, these ranges are:

- **<65%:** Consider interventions which ease time restrictions or consider alternative uses for the kerbside space
- **65%-85%:** Maintain time restrictions and priced parking (if in operation)
- **>85%:** Consider interventions which tighten time restrictions, introduce paid parking, or increase the fee levels for priced parking

For off-street parking spaces, the occupancy ranges are:

- **<60%:** Consider interventions which ease time restrictions, reduce priced parking fee levels (if in operation) or consider alternative uses for parking spaces
- **60%-90%:** Maintain time restrictions and priced parking (if in operation)
- **>90%:** Consider interventions which tighten time restrictions, introduce paid parking, or increase the fee levels for priced parking (if already in operation)

The exact interventions employed depend on the parking precinct and the kerbside user priority hierarchy for that precinct. As such, there is a tangible link between the PAP and the Parking Pricing Guideline. As the PAP undergoes revisions, it is essential to update the Parking Pricing Guideline.

8 SUMMARY

This Technical Report summarises all aspects of the development of the iGO Parking Action Plan. The report represents a comprehensive summary of all work previously undertaken for the iGO PAP project. It draws on the content contained in the following reports:

- Working Paper #1 – Background and Strategic Context
- Working Paper #2 – Vision, Goals & Objectives
- Working Paper #3 – Action and Implementation Plan

A separate Summary Report has been prepared which has been used as the basis for further public consultation of the PAP.

The iGO PAP is underpinned by a structure containing a Vision, Goals and Objectives in accordance with the Australian Transport Assessment and Planning Guidelines. The strategic framework for the PAP is provided in Figure 19.

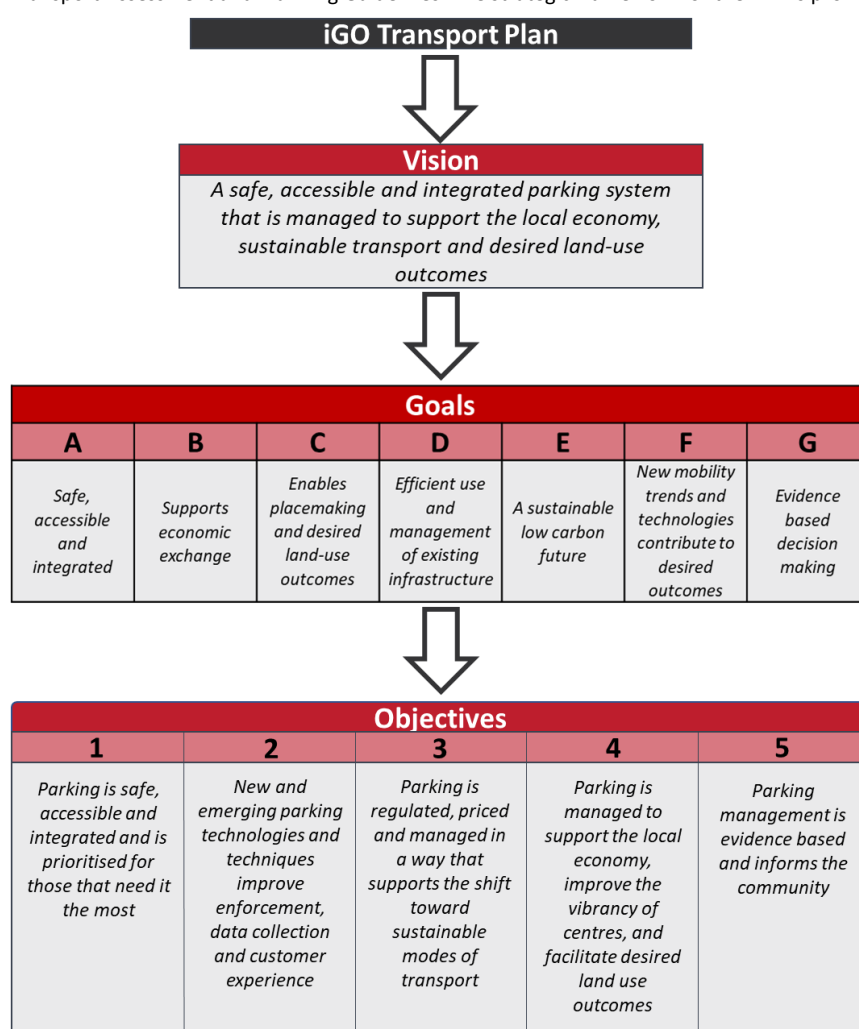


Figure 19: Strategic Framework (Source: PSA)

A total of 31 actions have been developed across each of the objectives of the PAP. Completing these actions will enable the fulfilment of the strategic objectives of the PAP.

This report has been prepared by:



Level 11 / 270 Adelaide Street Brisbane QLD 4000
PO Box 10824 Adelaide Street Brisbane QLD 4000
Ph: (07) 3220 0288 Fax: (07) 3220 0388
psaconsult.com.au



City of Ipswich **iGO Parking Action Plan**

Summary Report
August 2024

ipswich.qld.gov.au





Dinmore Train Station



Acknowledgement of Country

Ipswich City Council respectfully acknowledges the Traditional Owners as custodians of the land and waters we share. We pay our respects to their Elders past, present and emerging, as the keepers of the traditions, customs, cultures and stories of proud peoples.

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LIST OF ACRONYMS

COUNCIL/ICCIPSWICH CITY COUNCIL

iGOCITY OF IPSWICH TRANSPORT PLAN

KUPH KERBSIDE USER PRIORITY HIERARCHY

LGALOCAL GOVERNMENT AREA

iGO PAPiGO PARKING ACTION PLAN

TMRQLD DEPARTMENT OF TRANSPORT AND MAIN ROADS



INTRODUCTION

1 INTRODUCTION

Parking is a crucial component of the Ipswich transport system as it facilitates various trips made by a diverse range of transport modes.

Parking is a prominent feature across the Local Government Area (LGA) given the city's high dependence on the private motor vehicle for the majority of trip purposes. Whilst high car dependence and large parking supply is typical of most Australian cities and towns, it generates a number of adverse social, economic and environmental impacts.

Parking policies can affect land use patterns, amenity of local streets, public and active transport use, levels of car-dependence and traffic congestion. As the city evolves, Ipswich City Council (council) will need to take a more strategic approach to the provision, management, and pricing of parking to ensure that it is balanced with a sustainable transport future.

The *City of Ipswich Transport Plan* (iGO) is council's masterplan for Ipswich's transport future. It responds to current and future transport challenges and outlines

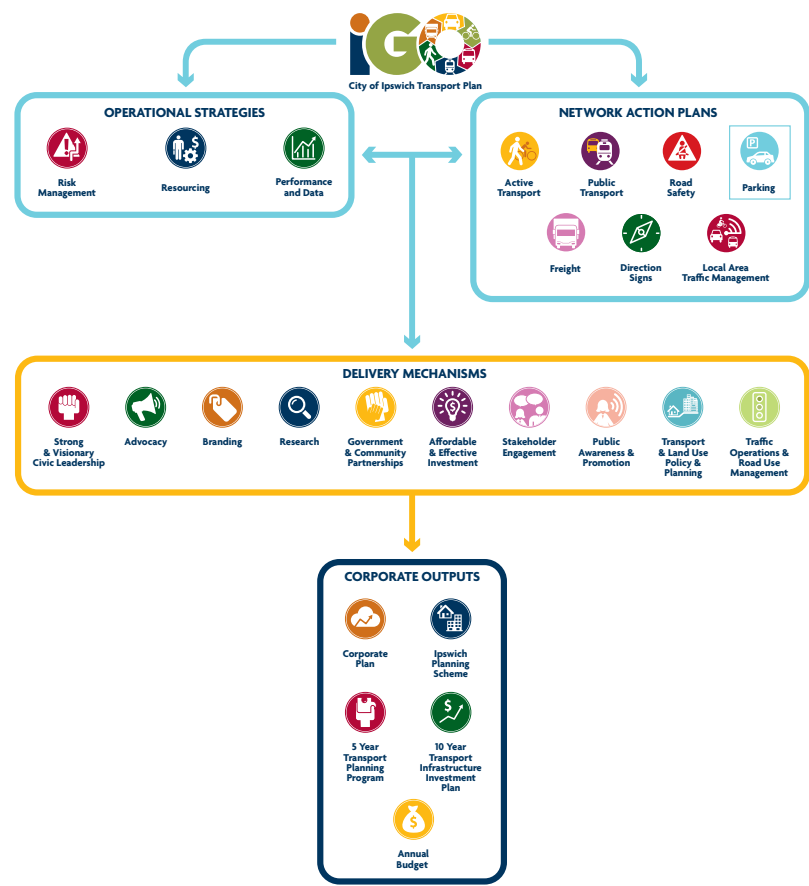
council's aspirations to advance the city's transport system to accommodate a future population of 435,000 people. The overall delivery structure of iGO is shown in Figure 1 (below).

The *iGO Parking Action Plan* (iGO PAP) is a key deliverable of iGO and has been developed to respond to the parking challenges facing the city and identifies key strategies and actions to be implemented over the coming years.

As a city-wide parking plan, the iGO PAP will support a *demand management approach* to parking as opposed to a demand satisfaction approach, ensuring that the growing community is supported by having access to suitable parking, that is evidence based and is fiscally responsible, whilst also encouraging a shift towards more sustainable forms of transport.

The iGO PAP also outlines a framework and series of actions to allow council to make parking management decisions as well as to promote quality place making with a focus on our people and our places.

Figure 1: iGO Delivery Structure (Source: Ipswich City Council)





Nicholas Street, Ipswich

1.1 WHAT IS PARKING

Parking encompasses various types of designated spaces for the storage of vehicles.

While parking is most commonly associated with cars, it encompasses a variety of non-car types of parking as well. Bicycles can be parked in bike racks or specialised bike storage facilities, ensuring a safe and organised space for cyclists. Similarly, motorbikes and scooters also have designated parking areas.

Whilst less common, but emerging, is the uptake of electric scooter and micromobility parking, which are increasingly prevalent across the LGA.

Council is actively involved in parking through its roles in:

- managing public on and off-street parking facilities through setting time limits, pricing and accompanying enforcement of parking controls
- providing parking spaces as part of the street network and with dedicated off-street facilities at activity centres and as part of council-managed community facilities
- regulating on-site parking requirements for development
- influencing and advocating other organisations involved in the provision of parking such as state government agencies that provide parking at locations such as train stations.

1.1.1 On-street public parking

Council is responsible for the management of the majority of on-street parking across the LGA. On-street parking generally attracts the highest demand due to

its proximity to destinations¹. On-street parking may be restricted by time limits or pricing to encourage turnover, left unrestricted or used exclusively for particular user types (e.g. loading zones, accessible parking etc).

On-street parking is located in the roadway or in the verge if formalised. Parking in the verge is unlawful if unsigned.

1.1.2 Off-street public parking

Council is also responsible for the management of several off-street parking facilities across the LGA. Council managed off-street parking facilities are often located in or near activity centres, schools, parklands and sporting fields. These facilities are typically in the form of an at-grade/surface parking configuration or multi-storey facility.

Off-street parking may be restricted by time limits or pricing to encourage turnover, however the large majority of off-street car parks across the LGA are unrestricted.

1.1.3 Off-street private parking

The majority of off-street parking supply across the LGA is privately owned. Private off-street parking typically provides exclusive use rights for its owner and is typically in the form of residential, staff, customer or service vehicle parking. Private off-street parking has a role in reducing the demand on finite on-street parking supply.

Council has a role in regulating parking requirements for new developments through its land-use planning instruments.

¹ Furness, L., 2017, Traffic Engineering and Management. Delbosc, A. & Young, W. (eds.). 7th ed. Clayton, Victoria: Monash University, p. 367–401.

1.2 PARKING AND KERBSIDE MANAGEMENT

1.2.1 What is kerbside space?

Kerbside space refers to the area along the edge of a road or street that is adjacent to the footpath.

The different uses of kerbside space can generally be classified into four groups (below and Table 1 page-over):

- people movement
- loading and unloading
- vehicle parking
- other uses.

As a growing and vibrant city aiming to have well connected transport options, the management and prioritisation of finite road, kerbside and footpath space is of great importance.

1.2.2 Why do we manage parking and the kerbside?

Local governments have the ability to plan for, provide and manage parking and the kerbside, which is one of the biggest levers in encouraging sustainable land use and transport outcomes and continuing economic growth.

Benefits of parking and kerbside management include:

- **Increased safety:** effective parking management can help prevent accidents and promote safety by reducing the number of vehicles in the road and reducing the likelihood of collisions
- **Improved accessibility:** ensuring that parking spaces are available and accessible for users who need it the most, it is easier for people to access businesses, homes and other destinations
- **Increased economic activity:** proper parking management can help generate economic activity through placemaking and creating walkable places, which leads to increased sales and profits.

1.2.3 How is parking and kerbside space managed?

Parking management refers to the tools that local governments use to achieve desired parking outcomes and meet stated objectives for transport and land use.

A range of methods are used by council to manage parking and kerbside space:

- **Parking controls** (time limited parking, priced parking, use limited parking, no parking areas etc)
- **Prioritising space for specific uses** (through the use of a user priority hierarchy)
- **Enforcement** (including use of technology to ensure compliance).

Pricing and time restrictions play crucial roles in an effective public parking system. These measures are designed to optimise parking availability, encourage turnover and reduce congestion.

In the absence of parking management tools, motorists are not encouraged to limit their stay to a certain time. This can create a perception that there is an under-supply of parking spaces because some motorists may find it difficult to secure an available parking space.








These scenarios can lead to community and stakeholder expectations placed on council to invest in new parking facilities which are invariably a significant cost.

For effective utilisation of public parking spaces, it is generally optimal to aim for an **85 per cent occupancy rate** for on-street public car parking, which roughly translates to about one in six spaces being open and easily accessible near desired destinations. This allows drivers to select parking locations that align with their intended activities.

When occupancy surpasses 85 per cent, more drivers tend to search for available spots, leading to delays and uncertainty. This situation contributes to increased traffic volume and the likelihood of congestion, ultimately fostering the perception that parking is insufficient.

The Parking Pricing Guideline (refer to Section 3.1.3) provides a framework which recommends parking management interventions within nominated parking precincts based on peak parking demand.

Table 1: Examples of Kerbside Activities

<div>PEOPLE MOVEMENT</div> <div>Footpaths, shared paths, bikeways for purpose of movement</div>	
	
<div>LOADING AND UNLOADING</div> <div>Loading, bus stops, pick up drop off</div>	
	
<div>VEHICLE PARKING</div> <div>Car, motorcycle, accessible, micromobility and bicycle parking</div>	
	
<div>OTHER CITY USES</div> <div>Outdoor dining, urban greening, waste management, services and utilities</div>	
	



BACKGROUND

2 BACKGROUND

2.1 CURRENT SITUATION IN IPSWICH

2.1.1 Car Parking Supply

In total, there are currently just over 6,200 publicly owned and operated parking spaces in Ipswich Central, made up of approximately 4,200 on-street public parking spaces and approximately 2,000 off-street public parking spaces.

Most on-street parking spaces in Ipswich Central are able to be used at no cost to drivers. The amount of space required to facilitate the publicly owned and operated parking spaces in Ipswich Central is equivalent to 12 football fields, as shown in Figure 2 (below).

Outside of Ipswich Central, council operates and manages a number of on and off-street public parking spaces within Springfield Town Centre. However, the majority of parking supply in Springfield Town Centre is under private

ownership, with the University of Southern Queensland, Orion Shopping Centre and the Mater Hospital some of the larger providers of private car parking.

Outside of Ipswich Central and Springfield Town Centre, there are a number of regulated parking bays (time limited short stay, loading or taxi zones) under council's control at key attractors and transport hubs.

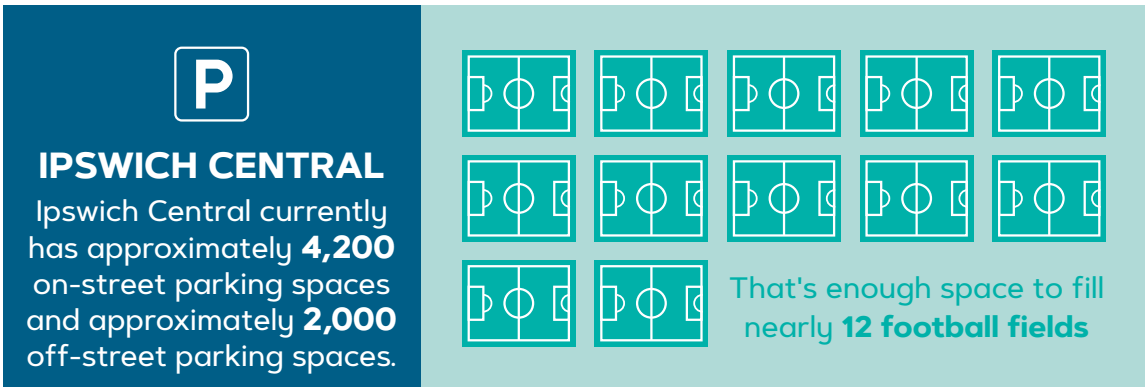
There is an even larger number of unrestricted public parking spaces across the LGA (both on and off-street) in centres such as Rosewood, Ripley and Goodna, residential and industrial areas, in areas surrounding schools as well as sports and recreation and open space areas.

The remaining parking spaces across the LGA are privately owned, meaning the ability to manage their use is outside the jurisdiction of council.

There are over 17,000 private off-street parking spaces (non-residential) within Ipswich Central.

Figure 2: Spatial Representation of Parking in Ipswich Central

(Source: PSA, The Comms Team)



2.1.2 Car Parking Demand

An annual parking occupancy survey is undertaken every October in Ipswich Central and Springfield Town Centre. A parking survey undertaken in October 2022 demonstrated that the average utilisation of all council owned and operated parking assets in Ipswich Central was approximately 50 per cent on weekdays (refer to Figure 4).

Whilst this figure seems low compared to the 85 per cent optimal occupancy identified in Section 1.2.3,

there are locations in Ipswich Central with peak parking occupancy close or exceeding capacity.

Across all parking areas, utilisation was generally higher on weekdays compared to weekends suggesting that the majority of parking demand is work and business related. Overall, the survey results indicate a greater demand for long-term parking compared to short-term parking. Parking demands are still evolving in Springfield Town Centre and will continue to evolve as the activity centre develops further.

Figure 3: Ipswich Central Public Parking Inventory – as of October 2022
(excluding Nicholas Street Precinct Carpark)

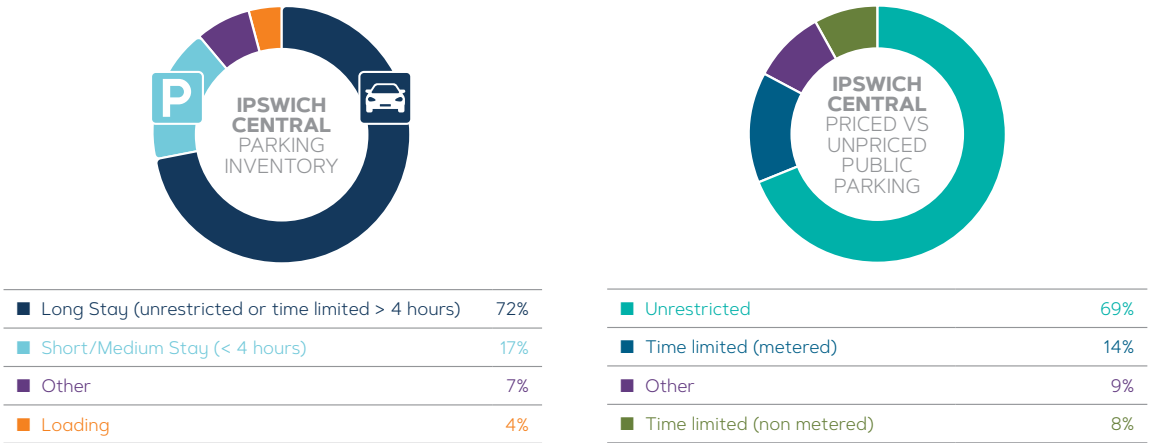
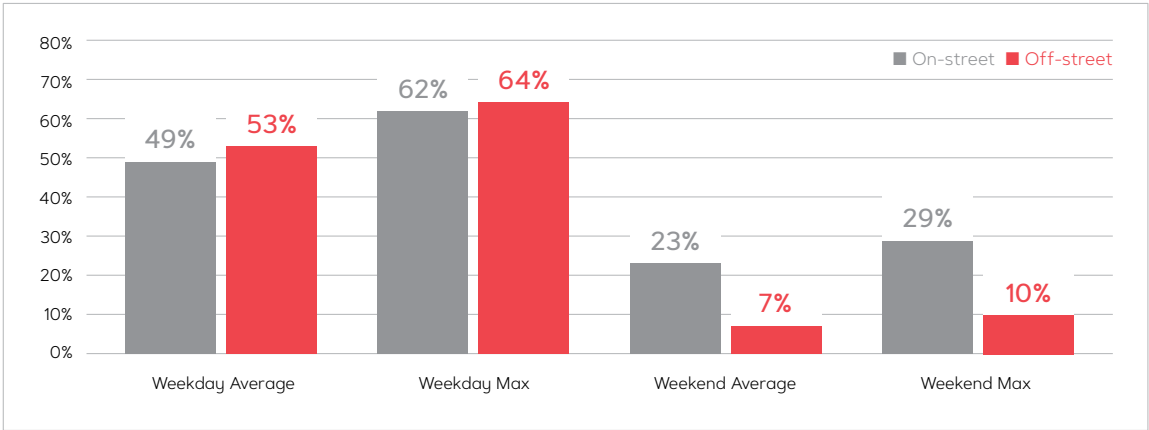


Figure 4: Ipswich Central Public Car Parking Occupancy – October 2022 Survey





Activity Centres

Activity centres are a major generator of parking demand. There is generally more demand for short-term parking in activity centres due to commercial businesses and retail requiring higher turnover.

Industrial Areas

Parking demand in industrial areas is generally characterised by long-term (all day) parking occurring from early in the day. On-street parking in industrial areas occurs in instances where insufficient off-street parking is provided by developments.

The iGO Freight Action Plan highlighted the occurrence of kerbside trailer parking along some industrial and higher order roads across the LGA.

Park ‘n’ Rides

The Queensland Government provides dedicated parking facilities close to public transport hubs. Park ‘n’ Ride facilities allow customers to ‘park’ their vehicle and ‘ride’ public transport to complete their journey. Train station carparks are managed by Queensland Rail.

There are approximately 3,500 formal Park ‘n’ Ride parking spaces (including general, accessibility and motorcycle bays) across the Queensland Rail network within the Ipswich LGA.

Informal Park ‘n’ Ride is also occurring in on-street parking areas which allow long-term parking.

Schools

Demand for parking around schools has unique characteristics. There is intense demand for short-term parking at the start and end of the school day with limited demand during the day. Demand for longer-term parking is also prevalent for staff and student parking throughout the day.

2.2 STAKEHOLDER ENGAGEMENT

During the development of the iGO PAP, council actively engaged with the community, industry and local businesses within the city including the Ipswich Community Panel.

Stakeholder engagement was conducted between July 2022 and September 2022 with the goal being to identify existing and potential parking issues and opportunities facing the city. Parking insights were also obtained from the following projects:

- iGO Major Review (2022–2024)
- Parking Pricing Guideline engagement (2019–2020)

Specific issues and opportunities for parking in Ipswich were able to be grouped by four themes:

1. Safety
2. Access
3. Amenity
4. Alternative Transport Modes.

Key findings from the consultation were as follows:

	Greater access to parking for people with disabilities
	Space for people valued over spaces for vehicles in activity centres
	Address parking supply challenges in the precincts surrounding the Ipswich Hospital
	Alternative transport modes to the car are lacking across the city.

The iGO PAP has considered these findings in the development of the vision, goals and objectives for the project.

A second stage of engagement was undertaken between October 2023 and November 2023 which involved a Shape Your Ipswich online survey. Respondents were able to provide feedback on the draft iGO PAP document.

2.3 CHALLENGES AND OPPORTUNITIES

2.3.1 Population Growth

Ipswich has a rapidly growing population and is expected to grow from approximately 248,000 (as of June 2023) to over 533,000 residents by 2046².

The scale of growth and its planned built form will result in more than doubling of today's transport task and continue a trend of long travel distances to access daily needs. This growth will bring challenges for council in continuing to meet the demand for parking if changes to mode share are not realised.

2.3.2 Built Form

Ipswich is a network of distinct peri-urban and rural communities with their own character and centres. The urban centres are focused primarily within the northeast portion of the LGA.

Ipswich's activity centres are currently negatively impacted by the presence and dominance of private cars. There is opportunity to rebalance the movement and place functions of roads and streets in areas of high current or potential place value.

Vibrancy can be achieved in Ipswich by planning to serve growth with more spatially efficient modes and sustainable transport networks, including through investment in initiatives that enable reallocation of road space to place and sustainable modes.

2.3.3 Transport Mode Share Targets

The mode share for private vehicle trips has continued to increase in recent years, increasing to over 88 per

cent according to the 2018 edition of the Queensland Household Travel Survey. This high private vehicle mode share is likely to have continued post pandemic, as patronage for sustainable modes such as bus and train are still yet to increase above pre-pandemic levels.

According to the 2021 Census, the average household in the Ipswich LGA has 1.9 motor vehicles, which aligns with the Queensland average.

Opportunity exists to manage parking and the kerbside in a way that supports sustainable modes of transport.

2.3.4 Change in Work Habits

The rise in flexible working arrangements, including working from home (WFH), has the potential to reduce the demand for parking. According to the Australian Bureau of Statistics, 11.5 per cent of employed residents worked from home on the day of the 2021 census (refer to Figure 6 below). This is well above the five per cent WFH target identified in iGO (refer to Figure 5 below).

Whilst the impact of WFH did have an initial effect by reducing parking demand in Ipswich Central and in Springfield Town Centre, parking demand has increased back to pre-pandemic levels (or above) in some areas according to an October 2022 parking survey.

Long-term trends of WFH are not yet evident, however it is an emerging trend that is likely to have a significant impact on parking demand. The Australian Bureau of Statistics reported that there was an eight per cent increase in employees who regularly worked from home in a job or business from August 2019 to August 2021. There was also a small increase over the same time period in the proportion of employees who had an agreement to work flexible hours.

Figure 5: iGO Journey to Work Targets

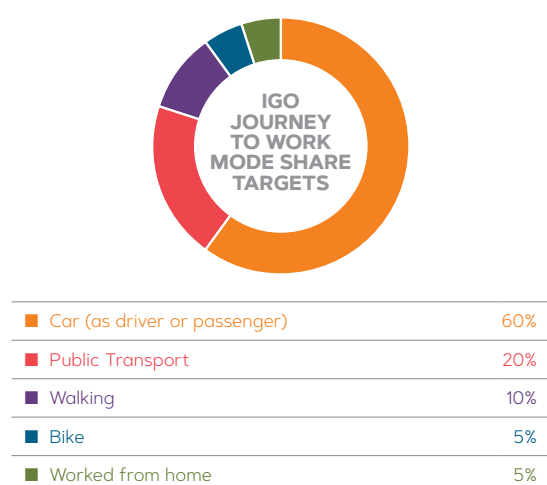
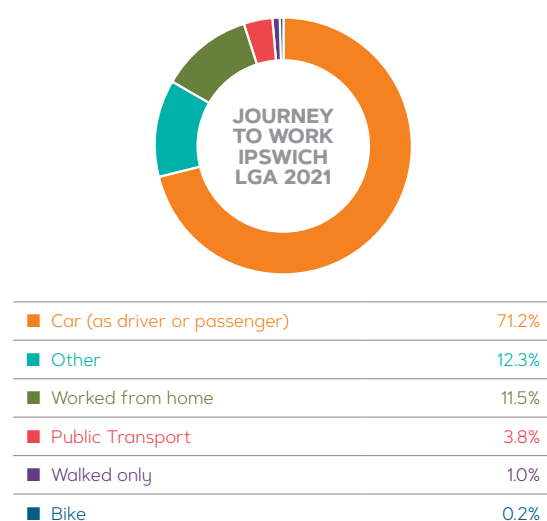


Figure 6: Journey to Work Across Ipswich LGA (2021 Census)



2 Draft Ipswich Plan 2024

2.3.5 Environmental Factors

The Australian Conservation Foundation commissioned a report entitled Temperature check: Greening Australia's warming cities. It was found that the urban heat island effect is likely to add several degrees to the hottest summer days in cities around Australia. Improving the amount of vegetation in cities will help address rising temperatures. Providing additional parking infrastructure is a direct trade-off with providing opportunities for urban greening. Green infrastructure takes time to establish maximum effectiveness, so acting early is critical for meeting future needs.

Not only does the provision of car parking limit the amount of urban greening that can occur, but the dark coloured pavements also further increase urban temperatures³.

2.3.6 Rising Infrastructure Costs

Construction costs of infrastructure have been rapidly increasing over time making the construction of new car parking spaces less economically viable. Given the existing built form of Ipswich Central in particular, any new car parking infrastructure built in the future is likely to be a multi-story facility.

The costs of recent multi-story parking facilities which have been completed in South-East Queensland are shown in Table 2 (below). The cost per parking space of constructing a new multi-story parking facility ranges from \$40,000 to \$76,000.

The rising costs to provide car parking provides local governments the opportunity to re-evaluate their investment priorities and objectives.

2.3.7 Technology

Parking management can be supported by advances in available technology and as identified in the iGO Intelligent Transport Systems Action Plan, council has an opportunity to modernise its parking management services by adopting smart parking solutions to:

- improve the customer experience
- enhance economic development and social interaction opportunities in activity centres
- provide more effective monitoring and compliance capabilities.

Opportunity also exists to encourage the uptake of emerging transport technologies such as Electric Vehicles (EVs) and micromobility (e-scooters and e-bikes), through the facilitation of private investment in off-street and kerbside parking and charging infrastructure.

2.3.8 Accessibility

Stakeholder engagement highlighted the challenges across Ipswich with regards to the lack of suitable Disability Permit (PWD) parking spaces. This is with regards to many existing public PWD parking spaces not being to modern standards, as well as not being well connected to the broader transport network (i.e. missing kerb-ramps, poor path infrastructure supporting parking infrastructure etc).

Balance is required with regard to ensuring that parking is convenient and available for those who need it the most (i.e. PWD/accessible parking, loading) as opposed to providing convenient and available parking for all users.

Whilst convenient parking for all users sounds like a great community outcome, it only adds to the dominance of private vehicles as the mode of choice for most trips.

Table 2: Multi-Storey Carparking Infrastructure Costs

CARPARK PROJECT	YEAR OF OPENING	PARKING CAPACITY	TOTAL CONSTRUCTION COST	COST PER PARKING SPACE
Springfield Central Park 'n' Ride	2022	1,100	\$44.5m	\$40,454
Logan Hospital	2022	1,506	\$61.92m	\$41,116
Redland Hospital	2023	1,000	\$50.5m	\$50,500
Maroochydore CBD	2023	294	\$22.5m	\$76,531

³ Parking infrastructure: energy, emissions, and automobile life-cycle environmental accounting (Chester, Horvath, Madanat (2010))



OUR APPROACH




3 OUR APPROACH TO PARKING AND KERBSIDE MANAGEMENT

3.1 A DEMAND MANAGEMENT APPROACH TO PARKING

Council have adopted a **demand management approach** to parking which means that existing parking supply should be optimised before more public parking is provided. This approach is in contrast to a traditional 'predict and provide' or 'demand satisfaction' approach to parking, which is based on the premise that car parking should be convenient, free and in great supply to all users.

Characteristics of a demand management approach to parking are highlighted in Table 3.

Table 3: Characteristics of a Demand Management Approach to Parking

CHARACTERISTICS OF A DEMAND MANAGEMENT APPROACH TO PARKING Efficient use of existing car parking infrastructure as opposed to providing more	
	Existing car parking supply is optimised
	Acceptance of higher parking occupancy rates
	Transition to a user pays model
	The provision of additional public car parking supply as a final measure

3.1.1 Why a Demand Management Approach

Aligns with broader transport goals

A demand management approach to parking aligns with council's broader transport goals outlined in iGO, which aims to facilitate greater travel choice and supports the sustainable movement of goods and people. Tightened parking supply, through a demand management approach coupled with investment in alternative modes of transport, has the ability to reduce the city's dependence on private vehicles.

Rising infrastructure costs

Rising costs of parking infrastructure (up to \$76k per parking space in a multi-storey facility) makes a demand satisfaction approach quite an expensive proposition for council. The financial costs of investment in car parking should be compared against the economic investment in non-car parking transport infrastructure (refer to Table 4).




Spatial and economic trade-off

There is a spatial and economic trade-off when comparing a demand management and demand satisfaction approach to parking, particularly in activity centres where the economic potential and productivity of valuable land could be reduced with car parking. Cheap and convenient car parking also contributes to car-dominated centres as opposed to walkable, human scaled environments.

Urban Heat

As identified in Section 2.3, car parking can contribute to the urban heat island effect. A demand management approach minimises the construction of additional public car parking infrastructure, allowing for more environmentally sensitive developments to occur or the preservation of land in its natural state.

Table 4: Return on Investment for non-Car parking Infrastructure

	On average, every \$1 invested in walking interventions returns almost \$13 in benefits with decongestion, health and environment ⁴
	For every \$1 invested in public transport, \$4-7 is generated in direct or related benefits ⁵
	On average, every \$1 invested in cycling infrastructure returns almost \$5 to Queensland in community health, traffic decongestion and savings in car user cost benefits ⁶

3.1.2 Benefits of a Demand Management Approach

A demand management approach to parking in conjunction with greater investment in alternative transport modes could provide some of the benefits outlined in Figure 7 below.

“If you invite more cars, you get more cars. If you make more streets better for cars you get more traffic. If you make more bicycle infrastructure you get more bicycles. If you invite people to walk more and use public spaces more, you get more life in the city. You get what you invite.”

Jan Gehl 'Designing Cities for People, Not Cars' Climate One

Figure 7: Benefits of a Demand Management Approach to Parking

(Source: PSA, The Comms Team, Todd Litman)



⁴ Queensland Walking Strategy 2019-2029

⁵ Role of public transport in delivering productivity outcomes – Chapter 2: The costs and benefits of private and public transport, Australian Parliament House, RRAT Committee, December 2014

⁶ Changing gear: how we're planning for active transport, Department of State Development, Infrastructure, Local Government and Planning 2022

3.1.3 Parking Pricing Guideline

A demand management approach to parking is based on the premise that existing parking supply is optimised. Priced parking is one of several parking management tools that can be used by council to appropriately manage parking demand.

The Parking Pricing Guideline (formerly the Parking Pricing Strategy) provides council with a framework that allows consistent and uniform responses for the implementation of priced parking and the management of time restrictions in Ipswich Central, Springfield Town Centre and activity centres experiencing parking pressures.

Successfully implemented and effectively priced parking regimes are widely acknowledged as delivering a range of broader benefits. These can include the following:

- **Mode shift:** priced parking influences mode choice, meaning residents who can access activity centres by walking, cycling or public transport will do so to avoid paying for parking
- **Turnover and utilisation:** priced parking supports efficient utilisation and encourages regular turnover to ensure sufficient parking availability at all times
- **Equity:** priced parking ensures that parking is available to those who require it most, including disabled parking and special needs parking
- **Town centre amenity:** priced parking contributes to vibrant town centres and the public realm by accommodating visitors and supporting kerbside activity
- **Road network:** priced parking reduces the amount of traffic on the local street network by discouraging short trips made by private vehicle where walking, cycling or public transport are viable options
- **Fringe parking and walkability:** priced parking encourages longer-term parkers to use less convenient spaces (i.e. off-street or fringe locations) to increase activity in city centre local streets
- **Development:** priced parking reduces the number of spaces needed to meet demand, reducing total parking costs and allowing more compact development
- **Revenue:** Priced parking revenue could be used to fund sustainable transport infrastructure and initiatives, or investment in streetscapes and the public realm.

Occupancy-based triggers have been developed to ensure that appropriate parking management actions can be implemented to respond to different parking environments (refer to Table 5).

The Parking Pricing Guideline also includes a mechanism to convert existing car parking spaces to other uses such as parklets/street patios, shade or landscaping, in line with the Kerbside User Priority Hierarchy (KUPH) for the particular parking precinct. Parking Precincts and KUPHs are further discussed in Section 3.2.2 and 3.2.3 of this report. The conversion of existing parking spaces depends on the average peak-period occupancy.

Table 5: Occupancy Based Triggers

For on-street public parking spaces, these ranges are:

- **<65%:** Consider interventions which ease time restrictions or consider alternative uses for the kerbside space
- **65%–85%:** Maintain time restrictions and priced parking (if in operation)
- **>85%:** Consider interventions which tighten time restrictions, introduce paid parking or increase the fee levels for priced parking.

For off-street public parking spaces, the occupancy ranges are:

- **<60%:** Consider interventions which ease time restrictions, reduce priced parking fee levels (if in operation) or consider alternative uses for parking spaces
- **60%–90%:** Maintain time restrictions and priced parking (if in operation)
- **>90%:** Consider interventions which tighten time restrictions, introduce paid parking, or increase the fee levels for priced parking (if already in operation).

The exact interventions employed depend on the parking precinct and the KUPH for that precinct. As such, there is a tangible link between the iGO PAP and the Parking Pricing Guideline. As the iGO PAP undergoes revision, it is essential to update the Parking Pricing Guideline.

3.2 KERBSIDE MANAGEMENT TO SUPPORT PLACE-BASED OUTCOMES

Parking and associated access areas on the kerbside consume considerable space. On-street parking modifies a street's aesthetic value, particularly from the lens of someone walking or riding a bike.

Streets are finite spaces with multiple competing demands. Trees and landscaping, wide footpaths and shared paths, on and off-road cycling infrastructure and public transport infrastructure are all elements of a desirable streetscape which are competing for space with parking. From this perspective, it is clear that all of these uses cannot be accommodated on a single street and that some uses must be prioritised more than others.

Kerbside management has a vital role to play in ensuring that the place function of streets is not compromised.

Outcomes from the stakeholder engagement activities showed that the value of place was highly regarded. Stakeholders generally held a higher value for places for people rather than vehicles. This aligns well with a Movement and Place approach.



3.2.1 Movement and Place

In the absence of an endorsed framework developed specifically for Queensland, the NSW Movement and Place Framework has been included as a case study. The NSW Movement and Place Framework brings together knowledge and experience from across State and Local Governments to create a body of expertise and community of practice.

Movement and Place is a multi-disciplinary, place-based approach to the planning, design, delivery and operation of transport networks. It recognises and seeks to optimise the network of public spaces formed by roads and streets and the spaces they adjoin and impact.

A 'place-based' approach to planning involves taking a collaborative, spatial, long-term approach to develop contextual responses that better meet the needs of local people and their environment. Place-based planning aims to build and support thriving communities through collaboration, partnering, shared design, shared stewardship and shared accountability.

Roads and streets are key public spaces for communities – places where people spend time and socialise – enabling activities that add vitality to neighbourhoods. Aligning movement and place in the design of roads and streets can give users of all ages and abilities better, safer and healthier travel options while creating appealing places where people want to live.

Movement and Place provides a cohesive approach to aligning:

- integrated and efficient **movement** of people and goods
- amenities and quality of **places**.

The existing Movement and Place Matrix contained within iGO is shown in Figure 8.



Ipswich Central

Figure 8: iGO Movement and Place Matrix

(Source: ICC)



The notion of Movement and Place is reflected in the development of the Kerbside User Priority Hierarchies for the different parking precincts outlined in Section 3.2.3 (page-over) and Appendix 2.

3.2.2 Parking Precincts

A parking precinct is a geographic area in which parking needs and demands are roughly similar. Parking precincts allow strategic decisions to be made regarding parking which are localised and relevant.

Parking precincts have been developed for Ipswich Central and Springfield Town Centre – refer to Appendix 1.

Parking precinct plans will also be developed for precincts within Ipswich Central and Springfield Town Centre, ensuring that place-based outcomes can be achieved amongst parking management objectives.

3.2.3 Kerbside User Priority Hierarchies

When different kerbside user groups are competing for the same parking spaces and demand exceeds supply, there becomes a saturation of parking facilities. There needs to be a recognition of different user priorities through the use of a Kerbside User Priority Hierarchy (KUPH).

A KUPH provides guidance for the allocation of kerbside space within a parking precinct, based on the parking user groups identified in Figure 9.

The objectives of a KUPH are to:

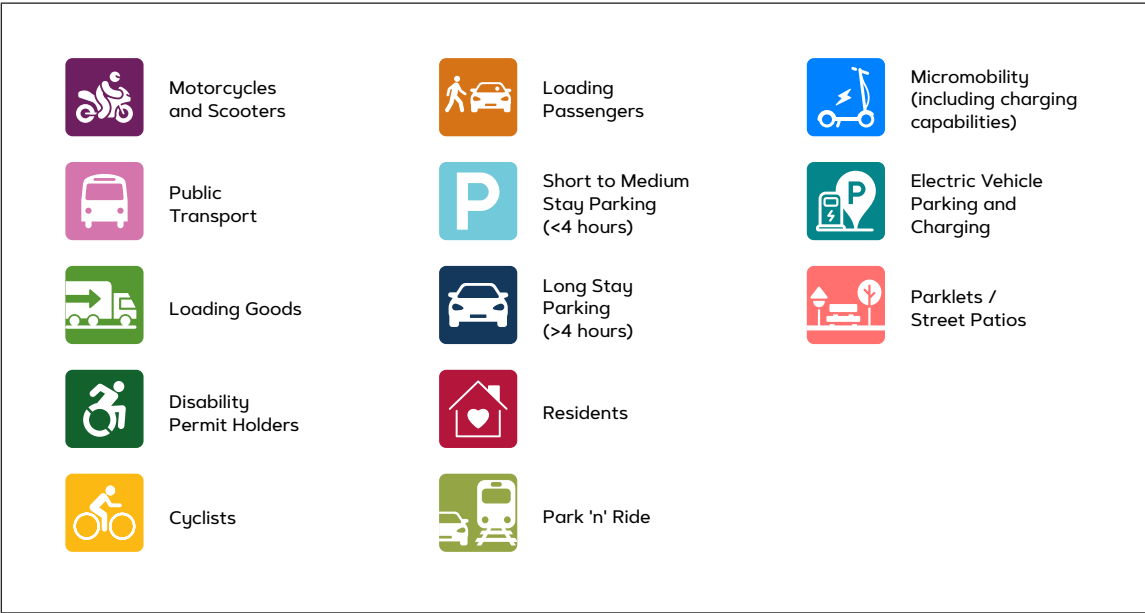
- uphold the safety and convenience of user groups
- encourage the use of alternative transport modes such as bus, train, walking and cycling
- promote equitable and transparent allocation of parking spaces across all user groups
- facilitate consistent decision-making regarding parking infrastructure.

Council will use the KUPHs to ground truth requests for alterations to kerbside allocation. Similarly, the KUPH will be used when allocating kerbside space in and around new developments within the identified parking precincts.

KUPHs for Ipswich Central and Springfield Town Centre are shown in Appendix 2.

A school specific KUPH has also been developed to support council with the operational nature of school precincts, particularly in residential areas – refer to Appendix 2.

Figure 9: Parking User Groups associated with the KUPHs



3.3 PARKING TECHNOLOGIES AND ENFORCEMENT

Parking management can be supported by advances in available technology and as identified in the iGO Intelligent Transport Systems Action Plan, council has an opportunity to modernise its parking management services by adopting smart parking solutions to:

- improve the customer experience
- enhance economic development and social interaction opportunities in activity centres
- provide more effective monitoring and compliance capabilities.

Efficient enforcement of parking spaces is critical for parking management. Enforcement allows for an understanding of the usage (in terms of both occupancy and duration of stay) of parking assets to be gained on a regular basis. In turn, this provides council with vital information that can be used to help efficiently plan future parking provisions.

New and emerging parking technologies go hand-in-hand with parking enforcement. Technology such as smart parking meters enable real-time tracking of parking utilisation and can provide an opportunity for council to undertake targeted enforcement measures in specific areas where over-staying is identified as being an issue.

3.4 PARKING EDUCATION

The iGO PAP has a role to play in demonstrating why the traditional 'Predict and Provide' approach to parking management is outdated and should be replaced by the more contemporary 'Demand Management' approach.

Behaviour change will occur when community sentiment shifts towards alternative transport modes and away from private vehicles. It is important to ensure that the community understands the trade-off that must occur between providing additional parking spaces or prioritising other kerbside uses.

Several factors have been identified that can influence travel behaviour including:

- the availability of viable and safe transport alternatives
- the perceived quality and safety of active transport routes and the destination as a place, including the accessibility of bicycle parking
- the distance required to travel to the destination.

Future parking provision demand needs to be managed by a combination of existing parking infrastructure and alternative transport modes, while also ensuring that alternative transport options or kerbside uses are not compromised.

Demonstrating that private vehicles should not be the default mode choice needs to start early on so that children are exposed to a wide variety of travel choices in their journey to school. This is reflected in the development of a specific Kerbside User Priority Hierarchy for schools.



Springfield Central



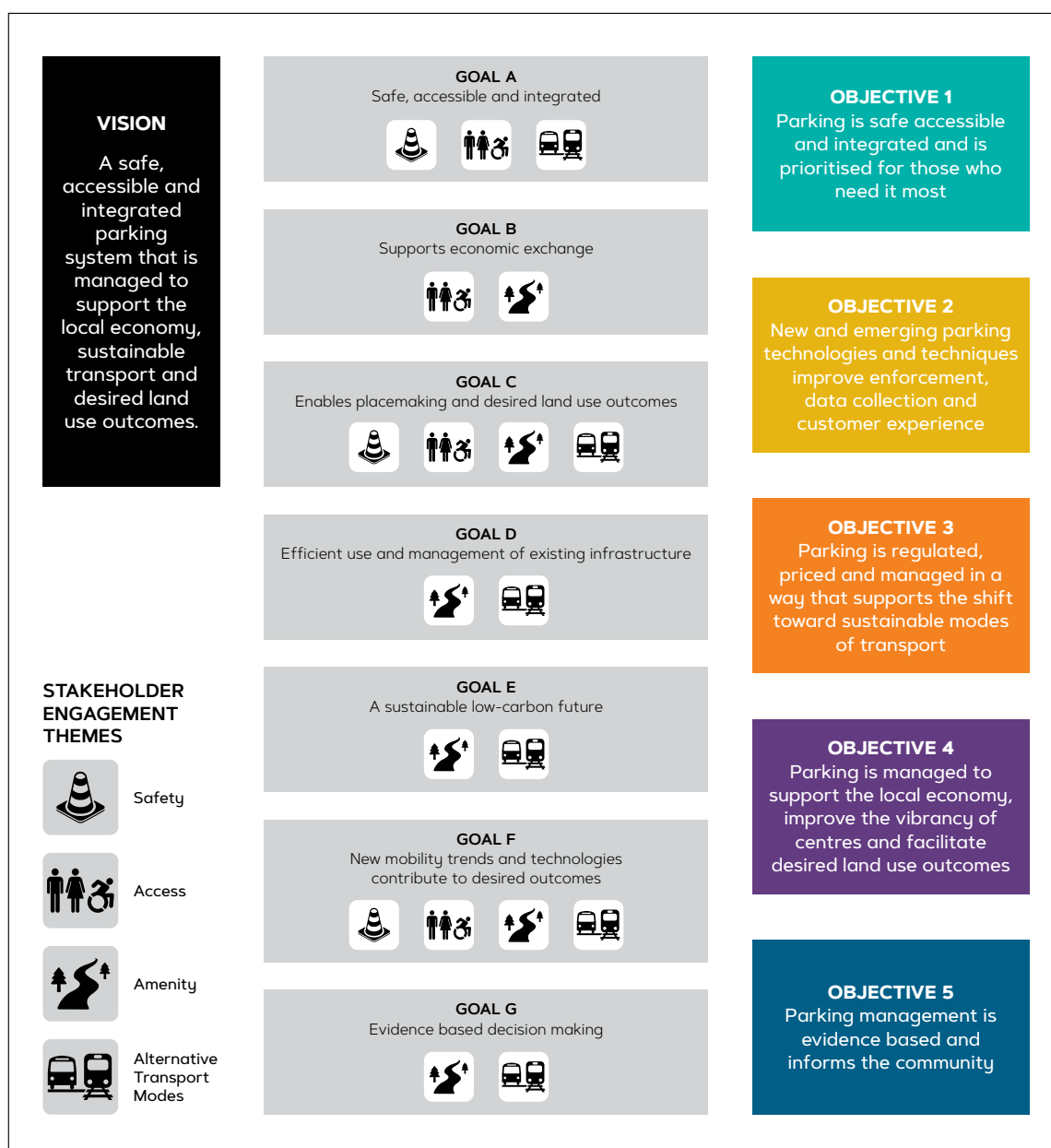
ASPIRATIONS

4 ASPIRATIONS

The vision, goals and objectives which underpin this iGO PAP are linked to the achievement of the broader iGO vision and objectives, stakeholder engagement themes, along with working towards the outcomes of council's iFuture Corporate Plan 2021-2026.

The vision, goals and objectives for the iGO PAP are shown in Figure 10.

Figure 10: iGO PAP Vision, Goals and Objectives





DELIVERY

5 DELIVERY

ACTION ID	ACTION	TIMEFRAME
OBJECTIVE 1: Parking is safe, accessible and integrated and is prioritised for those who need it most		
1.1	Manage the use of kerbside space within principal activity centres using the Kerbside User Priority Hierarchy.	Ongoing
1.2	Work with the Queensland Government to ensure that new schools and school expansions have an appropriate provision of off-street parking and loading facilities for operational functionality and are designed to the relevant standards.	Ongoing
1.3	Conduct an audit of on and off-street public PWD parking spaces within principal activity centres to determine their level of compliance, identify shortfalls and undertake remedial action where feasible and practical.	Short
1.4	Ensure that all new and upgraded parking adheres to Crime Prevention Through Environmental Design (CPTED) principles and is compliant with relevant design standards.	Ongoing
1.5	Work in partnership with the Queensland Government to improve the connectivity of on and off-street parking areas to the Ipswich Hospital in accordance with TMR's Ipswich Hospital Walking Network Plan.	Ongoing
OBJECTIVE 2: New and emerging parking technologies and techniques improve enforcement, data collection and customer experience		
2.1	Transition existing parking meters to a pay-by-plate and app-based system to improve customer experience and enforcement capabilities.	Short
2.2	Investigate opportunities to further improve parking enforcement and management within activity centres, data collection regimes and wayfinding using technology solutions.	Short
2.3	Investigate opportunities to transition council's existing metered parking to a cash-less system.	Medium
2.4	Develop a business case for additional parking enforcement resources to ensure that parking is managed appropriately and considers the needs of the future.	Short
OBJECTIVE 3: Parking is regulated, priced and managed in a way that supports the shift towards sustainable modes of transport		
3.1	Commission an independent review of the Transport and Parking Code and Planning Scheme Policy within the Ipswich Planning Scheme. This review should consider the appropriateness of parking rates across all relevant modes, investigate the relevance and effectiveness of existing travel demand management measures and encourage the deployment and uptake of electric vehicles.	Short
3.2	Investigate the opportunities and potential challenges of using parking revenue to fund sustainable transport and/or streetscape improvements in the areas in which they are collected.	Short
3.3	Develop a travel plan template to assist schools with managing peak travel demands, parking pressures and road safety concerns.	Short

TIMEFRAME: **Short** (within 5 years) **Medium** (5 to 10 years) **Ongoing** (underway and continuing)

Item 3 / Attachment 2.

ACTION ID	ACTION	TIMEFRAME
3.4	Support and encourage major city employers to develop sustainable workplace travel plans to reduce staff parking demand.	Ongoing
3.5	Investigate opportunities to provide safe and convenient motorcycle parking within principal activity centres in accordance with the Kerbside User Priority Hierarchy.	Short
3.6	Review parking prices in the Fees and Charges Schedule and initiate changes based on the parking management framework within the Parking Pricing Guideline.	Ongoing
3.7	Review local laws to enable commercial operations within the road reserve for electric vehicle charging bays, micromobility parking and car-sharing spaces.	Short
3.8	Support and enable sustainable start and end-of-journey connectivity and mobility options (e.g. micromobility) for commuters parking at peripheral car parking areas within activity centres.	Ongoing
3.9	Investigate the feasibility to implement an Ipswich Central shuttle bus service to assist with mobility to key landmarks and peripheral parking areas.	Medium
OBJECTIVE 4: Parking is managed to support the local economy, improve the vibrancy of centres and facilitate desired land use outcomes		
4.1	Prepare and implement precinct plans/parking management plans for the following parking precincts in Ipswich Central: <ul style="list-style-type: none"> Top of Town and Centre Core Medical Education Others (if demand warrants). 	Short
4.2	Prepare and implement precinct plans/parking management plans for the following parking precincts in Springfield Town Centre <ul style="list-style-type: none"> Mater Parklands Others (if demand warrants). 	Medium
4.3	Identify opportunities to repurpose underutilised on-street car parking spaces at strategic locations across activity centres for the purpose of street planting and parklets to improve streetscape amenities and facilitate economic exchange.	Short
4.4	Review the utilisation of loading zones in centres to ensure the number and size of bays as well as time limitation reflects the needs of users.	Short
4.5	Investigate opportunities to provide additional shade/canopy cover in activity centres between peripheral parking areas and key landmarks as part of council's Urban Greening Plan.	Short
4.6	Investigate the potential for flexible kerbside allocation which can respond to different demands in different time periods.	Short

TIMEFRAME: **Short** (within 5 years) **Medium** (5 to 10 years) **Ongoing** (underway and continuing)

Item 3 / Attachment 2.



ACTION ID	ACTION	TIMEFRAME
OBJECTIVE 5: Parking management is evidenced based and informs the community		
5.1	Undertake parking management interventions (changes to pricing and time restrictions) based on recommendations from the Parking Pricing Guideline.	Ongoing
5.2	Undertake a review of the Parking Pricing Guideline ensuring that it remains contemporary and fit-for-purpose.	Short
5.3	Monitor parking operations in areas outside of principal activity centres with high parking demand and implement regulated parking measures as needed.	Ongoing
5.4	Continue to provide timely information to the community regarding any changes to parking restrictions.	Ongoing
5.5	Undertake an education campaign with the community to explain the benefits of moving away from a 'predict and provide' approach and towards a 'demand management' approach to parking supply.	Ongoing
5.6	Regularly update council's Parking Guide (publicly available on council's website) and associated mapping to capture parking management changes within activity centres.	Ongoing
5.7	Amend the local laws as required using an evidence-based approach to update traffic areas and off-street regulated parking areas.	Ongoing

TIMEFRAME: **Short** (within 5 years) **Medium** (5 to 10 years) **Ongoing** (underway and continuing)

5.1 MONITORING AND REVIEW

The iGO PAP will be reviewed every 5-10 years to ensure that emerging parking issues are captured and addressed in on-going action delivery.

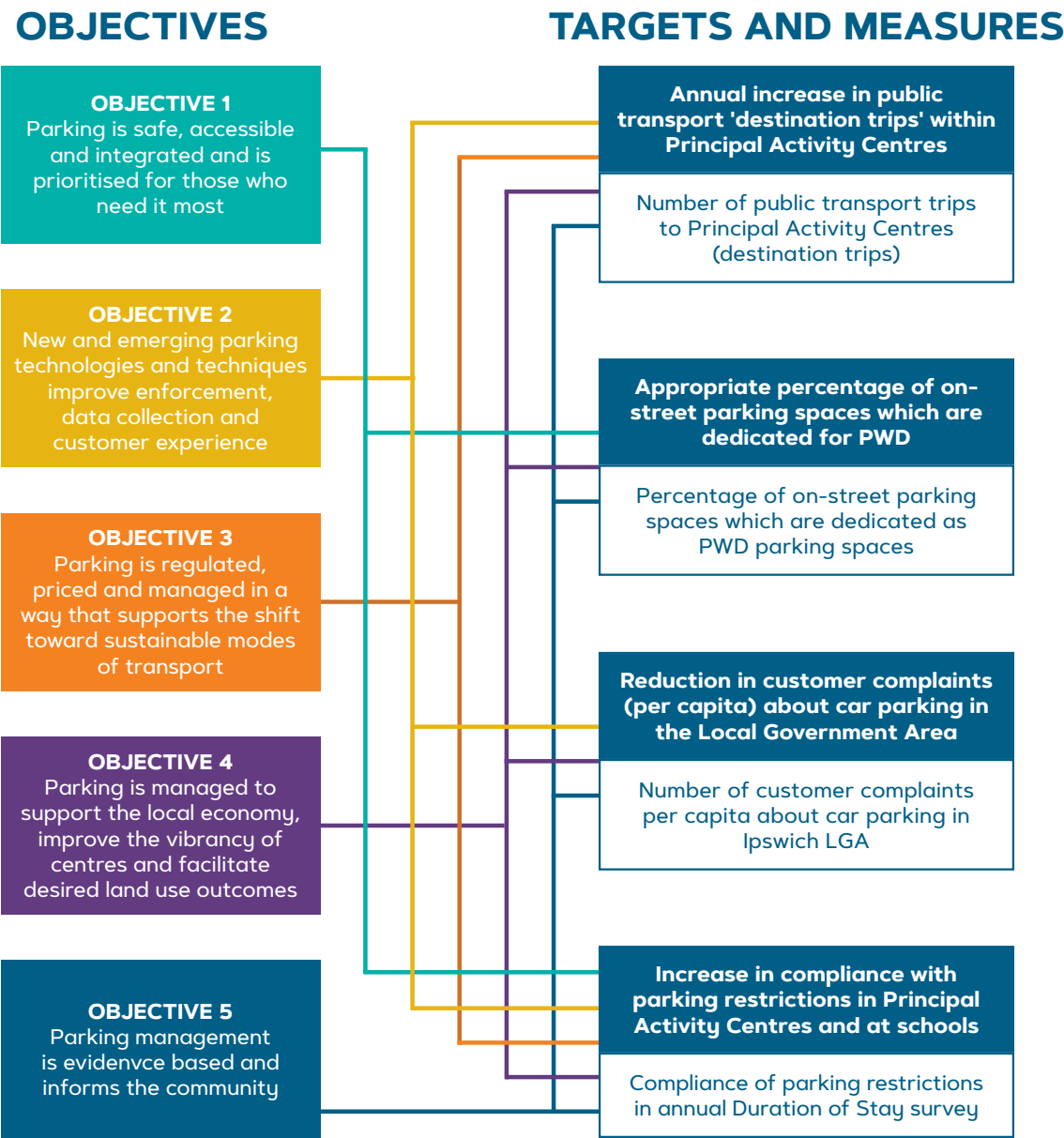
To monitor the progress of the implementation of the actions, several targets have been devised. Each

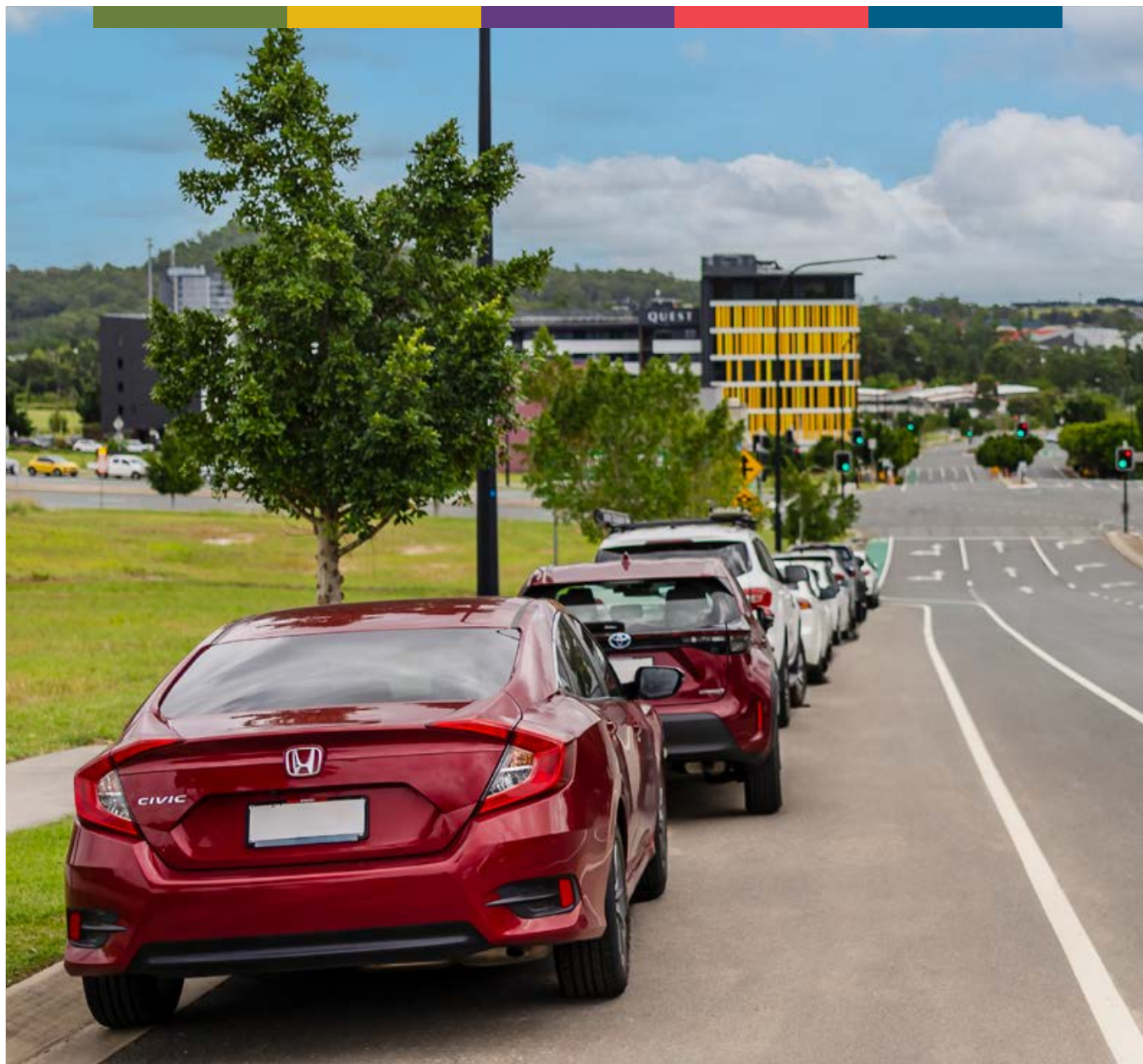
target links back directly to an objective and has been developed to be easily measurable on a cyclical basis. Where possible, the measures have been taken and/or calculated from readily available data already collected by council.

Figure 11 outlines each target identified and the associated measures used to evaluate the objectives.

Figure 11: Targets and Measures

(Source: PSA)





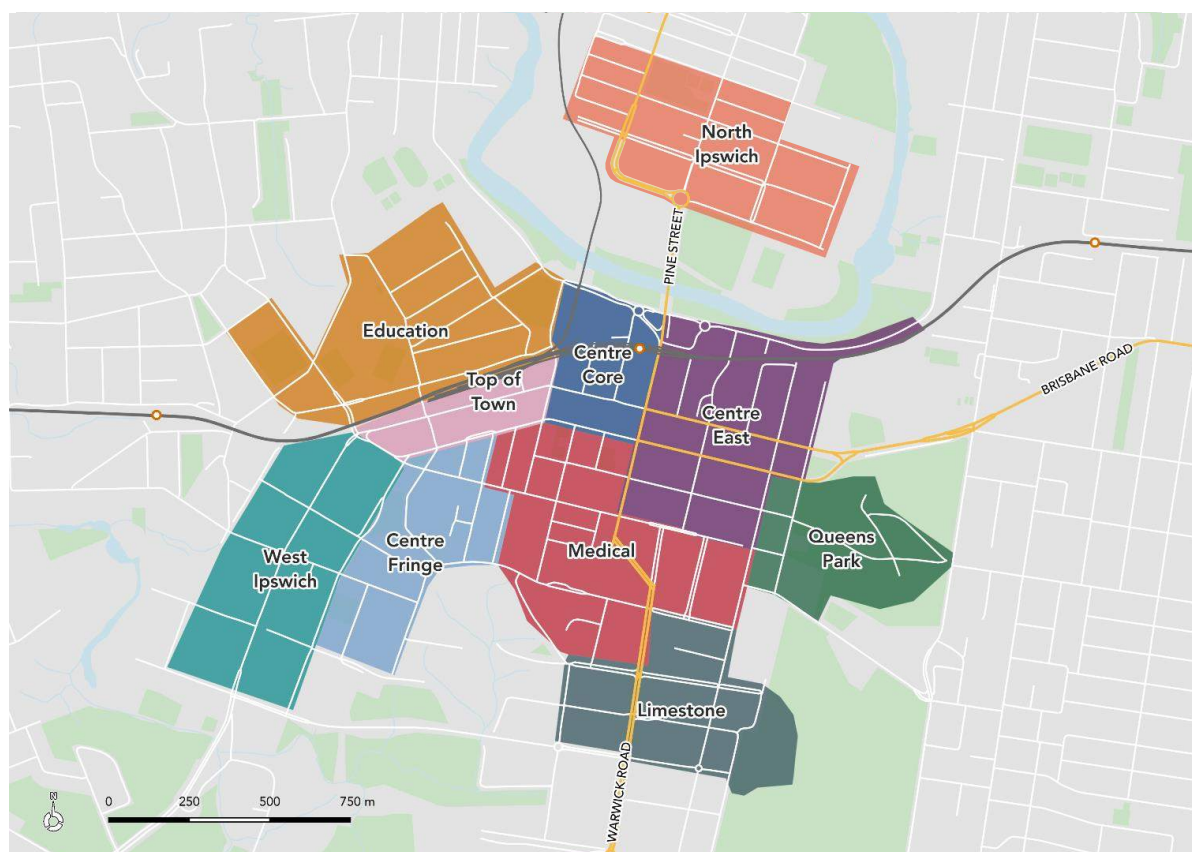
APPENDICES

APPENDICES

APPENDIX 1 – PARKING PRECINCTS

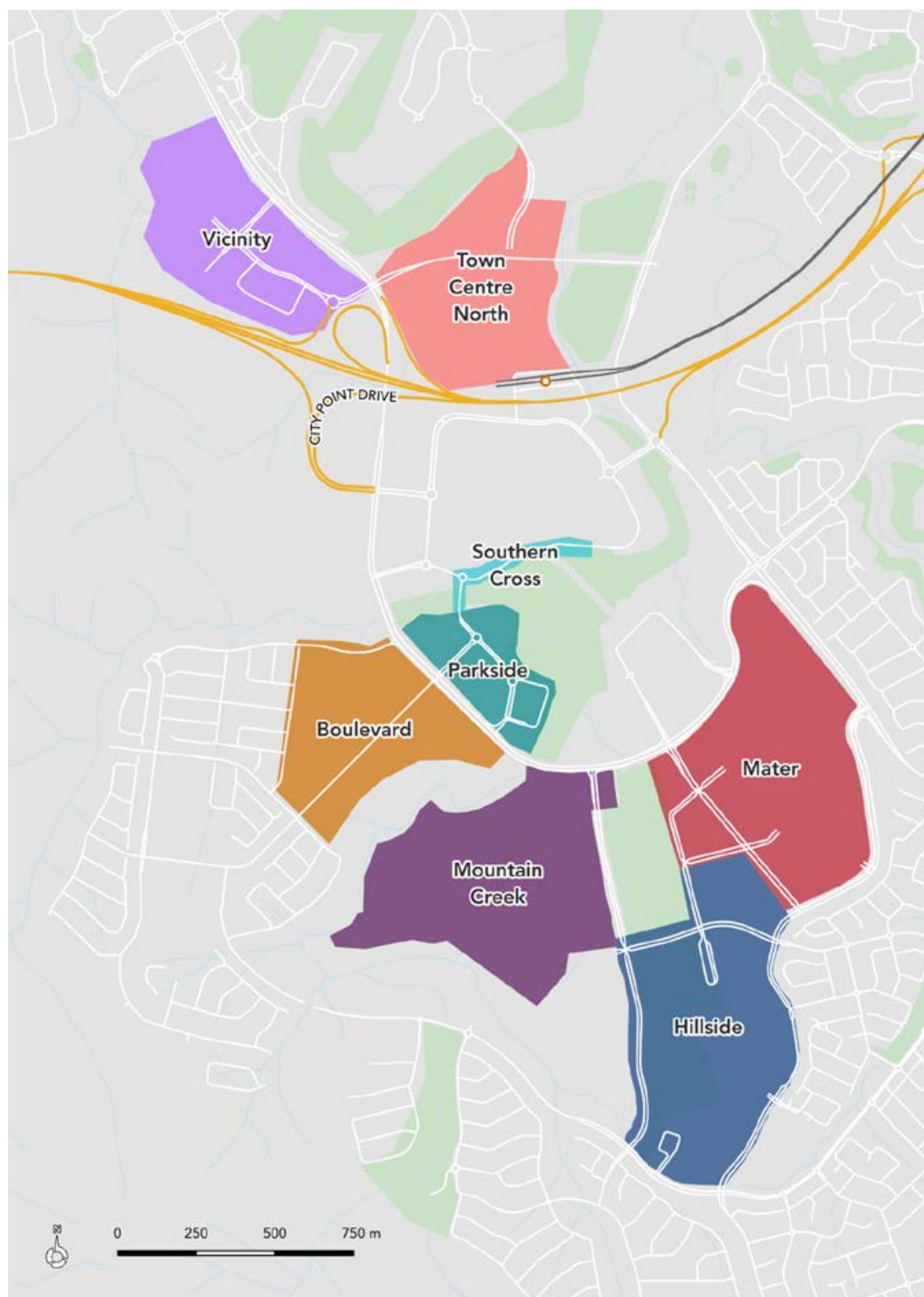
Ipswich Central Parking Precincts

(Source: ICC, PSA)



Springfield Town Centre Parking Precincts

(Source: ICC, PSA)



APPENDIX 2 – KERBSIDE USER PRIORITY HIERARCHIES (KUPH)

Ipswich Central Kerbside User Priority Hierarchy

(Source: ICC, PSA)

PRIORITY	CENTRE CORE	CENTRE EAST	MEDICAL	CENTRE FRINGE	WEST IPSWICH	TOP OF TOWN	EDUCATION	NORTH IPSWICH	QUEENS PARK	LIMESTONE
HIGHEST										
LOWEST										
NOT PERMITTED/ APPLICABLE										

KEY	
	Motorcycles and Scooters
	Public Transport
	Loading Goods
	Disability Permit Holders
	Cyclists
	Loading Passengers
	Short to Medium Stay Parking (<4 hours)
	Long Stay Parking (>4 hours)
	Residents
	Park 'n' Ride
	Micromobility (including charging capabilities)
	Electric Vehicle Parking and Charging
	Parklets / Street Patios

Springfield Town Centre Kerbside User Priority Hierarchy

(Source: ICC, PSA)

PRIORITY	TOWN CENTRE NORTH	SOUTHERN CROSS	MATER	HILLSIDE	PARKSIDE	BOULEVARD	VICINITY	MOUNTAIN CREEK
HIGHEST								
LOWEST								
NOT PERMITTED/ APPLICABLE								

KEY

- Motorcycles and Scooters
- Public Transport
- Loading Goods
- Disability Permit Holders
- Cyclists
- Loading Passengers
- Short to Medium Stay Parking (<4 hours)
- Long Stay Parking (>4 hours)
- Residents
- Park 'n' Ride
- Micromobility (including charging capabilities)
- Electric Vehicle Parking and Charging
- Parklets / Street Patios

School Specific Kerbside User
Priority Hierarchy

(Source: PSA, ICC)

PRIORITY	SCHOOLS
HIGHEST	
	
	
	
	
	
	
	
	
	
LOWEST	
	
	
NOT PERMITTED/ APPLICABLE	
	
	




A school specific KUPH has also been developed specifically for schools, to assist with some of the unique challenges that school precincts encounter.

The school specific KUPH is to be used citywide. Where there is conflicting detail between the school specific KUPH and the Ipswich Central and Springfield Town Centre KUPHs, the relevant activity centre KUPH is to be used.



Ipswich City Council
PO Box 191, Ipswich QLD 4305, Australia
Phone (07) 3810 6666
council@ipswich.qld.gov.au
ipswich.qld.gov.au

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City of Ipswich **Parking Pricing Guideline**

August 2024



ipswich.qld.gov.au



Item 3 / Attachment 3.



Ipswich City Council respectfully acknowledges the Traditional Owners as custodians of the land and waters we share. We pay our respects to their Elders past, present and emerging, as the keepers of the traditions, customs, cultures and stories of proud peoples.

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INTRODUCTION

Parking is an important component of Ipswich's transport system with travel by private vehicle the dominant mode of transport currently used by Ipswich residents. For every trip undertaken by a private vehicle, consideration needs to be given to costs associated with providing parking at the end of the trip. Therefore, parking policy can be a valuable tool in influencing people's transport choices and can also play an important role in shaping a vibrant, welcoming and successful urban centre.

Ipswich City Council (council) is actively involved in parking through its roles in:

- Managing public on-street and off-street parking facilities through setting time limits, pricing and accompanying enforcement of parking controls

- Providing parking spaces as part of the street network and with dedicated off-street facilities at activity centres and as part of council-managed community facilities
- Regulating minimum on-site parking requirements for development
- Influencing and advocating other organisations involved in the provision of parking, such as shopping centres, and state government agencies that provide parking at locations such as railway stations.

The Parking Pricing Guideline (PPG) has been prepared to assist council officers with transparent decision-making in relation to the pricing and management of council-owned parking assets within Ipswich Central, Springfield Town Centre and other areas experiencing high parking demand.

iGO PARKING ACTION PLAN

The iGO Parking Action Plan (PAP) is a key deliverable of *iGO - The City of Ipswich Transport Plan* and has been developed to respond to the parking challenges facing the city and identifies key strategies and actions to be implemented over the coming years.

As a city-wide parking plan, the PAP supports a demand management approach to parking as opposed to a demand satisfaction approach, ensuring that the growing community is supported by having access to suitable

parking, that is evidence based and is fiscally responsible, whilst also encouraging a shift towards more sustainable forms of transport.

The Parking Pricing Guideline is a supporting document to the PAP, which links the designated Parking Precincts and Kerbside User Priority Hierarchies to a Parking Management Decision Making Framework which seeks to achieve council's parking management objectives.

THE IMPORTANCE OF PARKING MANAGEMENT

Parking is one of the biggest challenges facing local governments like Ipswich as the impacts of population growth, increased traffic and congestion, and the associated demands on transport infrastructure (including parking) can often require significant attention, resources and investment.

Council provides more than 6,000 parking spaces in the Ipswich City Centre, which includes both on-street and off-street spaces. Of these parking spaces, approximately 1,500 spaces are subject to priced parking enforcement while the remaining are either unrestricted or managed using time restrictions.

iGO recognises that individual travel trends will need to change in the future to accommodate population growth. Transitioning the movement network from one that is predominantly car oriented to one that is more sustainable will be critical to ensure liveability can be enhanced in the future.

Currently, around 85 per cent of all trips in the City of Ipswich are made by private vehicles and household car ownership rates are increasing. This reliance on the car, particularly for short trips and journeys to work and education, will have serious implications for traffic congestion, parking demand, economic development, the environment, safety and public health as the city develops.



PURPOSE AND OBJECTIVES

THE IMPACTS ASSOCIATED WITH EXCESSIVE PARKING SUPPLY

The PAP highlights the need to make more efficient use of existing parking supply, rather than continuing to invest in more public parking to satisfy demand.

In the past, council's response to high parking demand in activity centres has been to increase parking supply. There are a myriad of issues associated with this approach, which can lead to unfavourable outcomes, namely:

- **Vehicle intrusion** – an oversupply of parking encourages vehicle use, short car trips within the city centre, and increased traffic. As a result, cars have a greater impact on amenity and safety.
- **Inefficient use of land** – surface car parks prevent high value land from being used for a range of higher value uses, including infill development or public open space.
- **Urban form and place quality** – car parks (particularly surface car parks) contribute to dispersed and disconnected urban forms and inactive street frontages. Excessive car parking is a significant barrier to making attractive and interesting places.
- **Less walkable places** – large surface car parks result in spread out town centres, disconnected destinations and long walking distances.
- **Retail prosperity** – less walkable town centres that encourage short vehicle trips do not support vibrant and prosperous retail. Town centres prosper when people walk and stay for extended periods, however, an oversupply of parking encourages short stays, lower value 'convenience' trips and minimal visitor interaction with the street, shop fronts, and broader community.

WHY PRICED PARKING?

Priced parking is one of several parking management tools that can be used by council to appropriately manage parking demand.

Successfully implemented and effective priced parking regimes are widely acknowledged as delivering a range of broader benefits. These can include the following:

- **Mode shift** – priced parking influences mode choice, meaning residents who can access activity centres by walking, cycling or public transport will do so to avoid paying for parking.
- **Turnover and utilisation** – priced parking supports efficient utilisation and encourages regular turnover to ensure sufficient parking availability at all times.
- **Equity** – priced parking ensures that parking is available to those who require it most, including disabled parking and special needs parking.
- **Town centre amenity** – priced parking contributes to vibrant town centres and the public realm by accommodating visitors and supporting kerbside activity.
- **Road network** – priced parking reduces the amount of traffic on the local street network by discouraging short trips made by private vehicle where walking, cycling or public transport are viable options.
- **Fringe parking and walkability** – priced parking encourages longer-term parkers to use less convenient spaces (i.e. off-street or fringe locations) to increase activity on city centre local streets.
- **Development** – priced parking reduces the number of spaces needed to meet demand, reducing total parking costs and allowing more compact development.
- **Revenue** – priced parking revenue could be used to fund sustainable transport infrastructure and initiatives, or investment in streetscapes and the public realm.

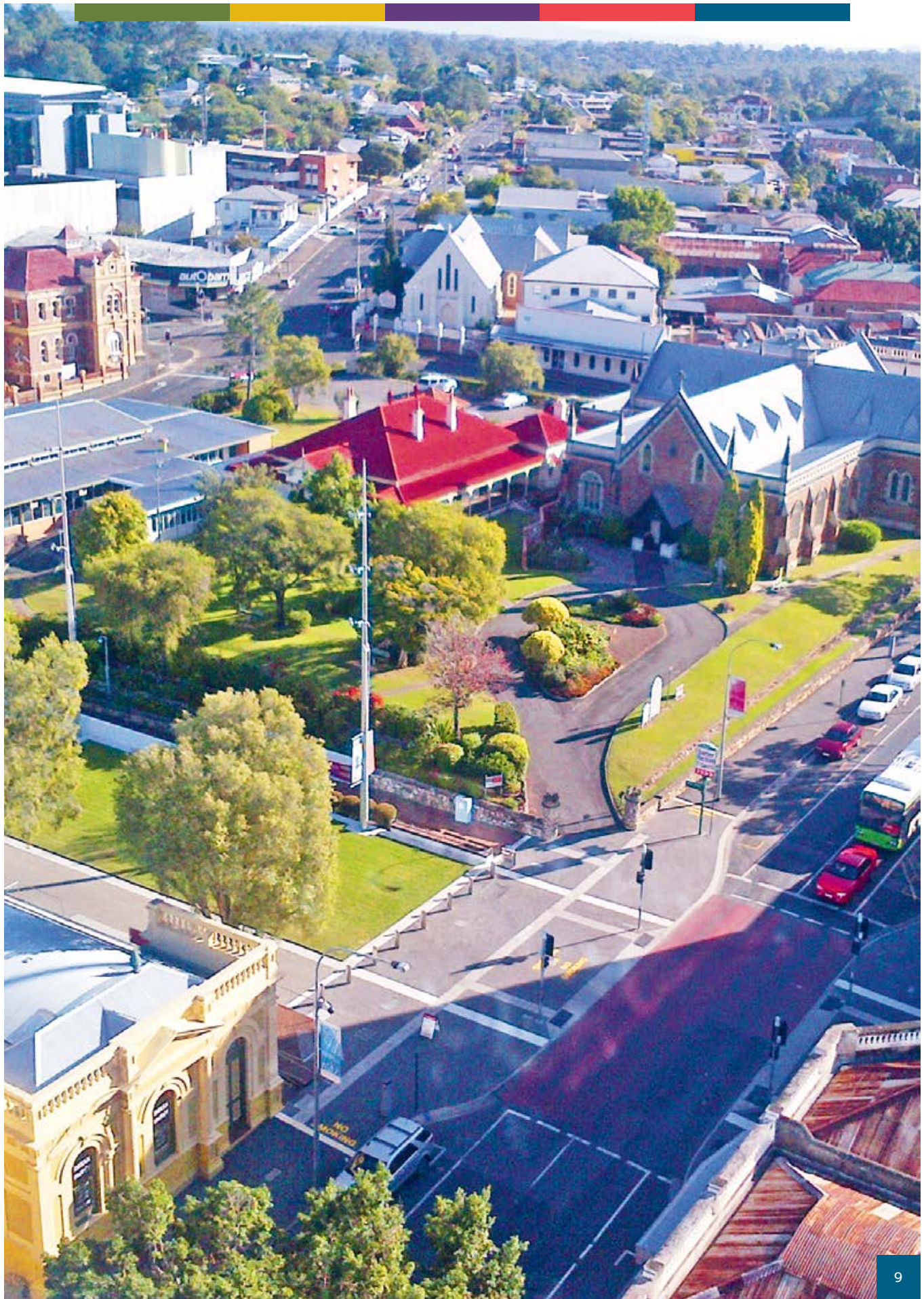
COUNCIL’S PARKING MANAGEMENT OBJECTIVES

Seven (7) parking objectives have been developed which provide a working ‘definition of success’ for parking management outcomes and to ensure that a strategic approach is embedded in all decision-making on matters relating to parking within the City of Ipswich.

The following seven objectives have been prepared to articulate council’s strategic approach to parking and recognise that a successfully adopted parking management regime typically:

- 1. Facilitates the balanced provision of parking in activity centres and ensures parking is accessible to those who require it the most
- 2. Ensures the highest and best use of kerbside space
- 3. Contributes to active and vibrant retail areas and activity centres by increasing turnover of parking space where required
- 4. Reduces traffic congestion and reliance on private vehicles and encourages the use of more sustainable forms of transport

- 5. Progressively shifts longer-term parking demand to more peripheral locations to promote more pedestrian focussed activity centres
- 6. Ensures the cost to provide public parking is recognised and considered in people’s travel choice
- 7. Provides opportunity for investing parking revenue into sustainable transport and public realm initiatives.





FRAMEWORK FOR PRICED PARKING

DEVELOPING TRIGGERS FOR PRICED PARKING

Typically, priced parking areas have been established on an ad-hoc basis in response to high parking demands and in isolation of an overarching policy. Historically, the review of priced parking has been constrained to simple increases based on Consumer Price Index.

A framework for priced parking will allow council to respond to different parking contexts in a systematic and consistent manner. A common method for council to respond consistently to parking challenges is through the application of parking 'triggers'.

In determining the most appropriate triggers for priced parking areas, the following factors have been considered:

- **Activity Centre** – activity centres within the City of Ipswich are all uniquely different, requiring tailored approaches to priced parking rather than a single city-wide approach

- **Land use category** – the dominant land use types within each centre and whether different parking rates may apply within different land use contexts (e.g. hospitals, education precincts or commercial areas)
- **Parking occupancy** – an indicator of demand for parking within an area. This is usually calculated as the average percentage of parking spaces across a parking area occupied during the highest four (peak) hours of parking demand, typically during the weekday. Parking demand on weekends (typically Saturday) will also be considered, particularly in relation to activity-based parking demand areas.

In addition, several other contextual factors are to be considered when determining appropriate locations for priced parking. These factors include; proximity to city centre, access to public transport, quality of active transport alternatives and risk of spillover parking into adjacent areas. Each factor represents important considerations that can influence whether people decide to drive over other modes of transport.

PARKING MANAGEMENT FRAMEWORK (ON-STREET)

A framework (Appendix A) has been developed as an appropriate management tool to assist council in making informed and responsive decisions in relation to the management of on-street parking, including priced parking. The framework is to be used as a management tool to inform decision making with regard to changing time restrictions or introducing/expanding priced parking areas within the on-street parking supply.

The parking management framework is broken up into the following on-street parking areas:

- **Ipswich Central**
- **Springfield Town Centre**
- **Other Locations – predominant land use**

In developing the framework it was confirmed that parking management measures are appropriate when on-street parking demand across the parking area reaches an occupancy of 85 per cent (across a four-hour

'peak' demand period). This is consistent with guidance provided in iGO which states parking management measures may need to be considered when parking demand reaches 85 per cent occupancy, including the introduction or altering of time restrictions, the introduction of priced parking or the consideration of increasing the fee of existing priced parking regimes.

Similarly, where on-street parking demand is relatively low across the parking area (less than 65 per cent occupancy across a four-hour 'peak' demand period), council can consider making adjustments to parking management controls. This would typically relate to changes to parking time limits. While the easing of parking prices (if in operation) may be considered where parking demand is relatively low, it is generally recommended that alternative approaches, such as parking supply rationalisation are adopted to achieve ideal occupancy levels.

PARKING MANAGEMENT FRAMEWORK (OFF-STREET)

The same approach for managing on-street parking in the City of Ipswich has been applied to council's off-street parking supply. A framework (Appendix B) has been developed as an appropriate management tool to assist council in making informed and responsive decisions in relation to the management of off-street parking areas.

The parking management framework (off-street) is broken up into the following car park functions:

- **Short-Medium Stay**
- **Long Stay.**

Unlike on-street parking where the trigger for priced parking is a parking occupancy of 85 per cent, a suitable level of demand to trigger priced parking for off-street parking is 90 per cent (across a four-hour 'peak' demand period) due to the relatively lower turnover of off-street parking (based on longer or no time limits). This means that the off-street facility is well used but visitors can still access available parking conveniently. Parking occupancy of 60 per cent (across a four-hour 'peak' demand period) for off-street parking is considered an appropriate lower bound for efficient operations.

EXPANDING PRICED PARKING INTO NEW CENTRES

Where council seeks the implementation of new priced parking regimes, there are a number of factors that council will consider:

- The necessary data collection and monitoring regimes to support the use of occupancy-based triggers in a new area
- Local changes or contextual factors (other than occupancy rates) that could be considered as a trigger for review of parking management
- The extent of expansion.

Should council consider expanding priced parking into new centres across the local government area, including Goodna and the Ripley Town Centre, council will adopt an approach for on-street parking management based on the dominant land-uses (Appendix A) and a framework for off-street parking management based on the car park function (Appendix B).

PRICING CONSIDERATIONS

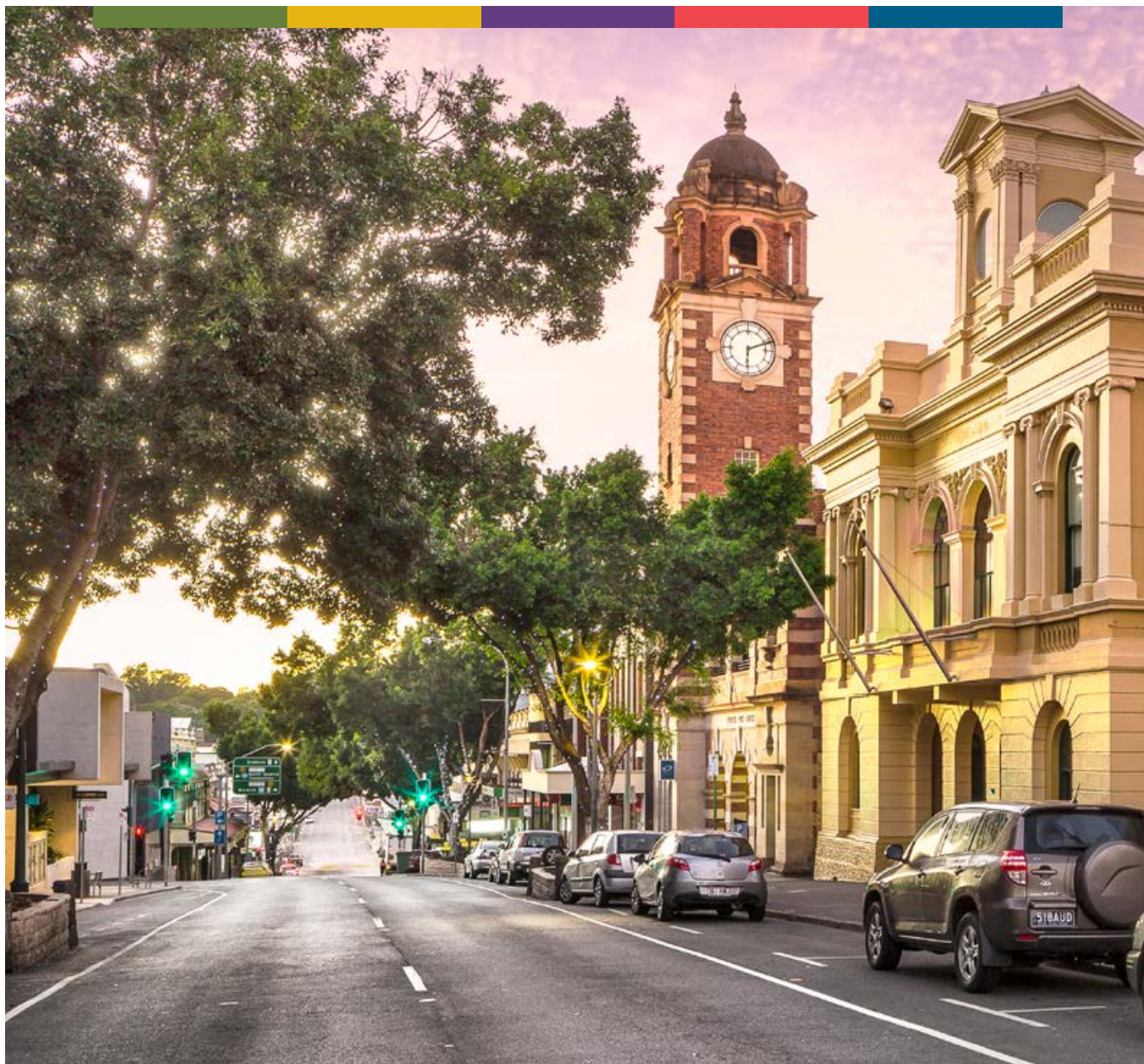
Changes to priced parking are intended to influence overall parking demand (i.e. an increased price lowers parking demand). In economic terms, this relationship is often described as the elasticity of demand with respect to price. This is because it reflects how elastic (responsive) parking occupancy is to higher or lower prices.

Measurements of the price elasticity of demand attempt to account for a complex range of responses to price changes, including:

- Continuing to use parking and pay higher prices
- Travelling by different modes (e.g. public transport, walking or cycling) to avoid higher parking charges
- Choosing to park in different locations with lower prices, resulting in longer walk times to their destinations, or 'cruising' for un-priced on-street parking

- Choosing to avoid travelling to the area (e.g. working from home).

Demand for parking within the City of Ipswich is likely to be 'inelastic' – i.e. a 10 per cent increase in prices will be met with a less than 10 per cent reduction in demand. Trials of parking price adjustments (where appropriate), will provide better guidance as to the relative elasticity for priced parking within the City of Ipswich.



IMPLEMENTATION

IMPLEMENTING THE PARKING MANAGEMENT TOOLS

This section provides additional support and assistance to council officers when implementing the Parking Management Frameworks (Appendices B and C).

To assist with the implementation of the Parking Management Frameworks, council officers should refer to the Parking Management Framework Decision Trees in Appendices D and E in conjunction with the step-by-step process outlined below:

Step 1: Undertake Parking Surveys

Week-long parking occupancy surveys (on-street and off-street) are to be conducted at least on an annual basis within the Ipswich City Centre, Springfield Town Centre (and any other centres experiencing parking pressures). Surveys may be carried out at more regular intervals (e.g. on a three-monthly or six-monthly basis) if there is evidence that parking demands are changing rapidly or if council's data collection capabilities are enhanced.

On-street survey results are to be broken down into the following precincts/parking areas:

- The **Parking Precincts** within **Ipswich Central** (Appendix F)
- The **Parking Precincts** within the **Springfield Town Centre** (Appendix F)
- And by **predominant land-use** in all other locations
 - Activity Centre
 - Commercial
 - Medical
 - Education.

Off-street survey results are to be captured at an individual car park level, but are to be defined by **car park function**:

- Short-Medium Stay
- Long Stay.

Step 2: Review Parking Demand (Occupancy)

On-street survey results (by precinct) and off-street survey results (by car park) are to be further refined using an 'average peak-period occupancy' metric, identifying the highest four (peak) hours of parking demand for each day of the week. This metric will be used to determine potential parking management interventions in Step 3.

On-street and off-street parking occupancy levels should also be evaluated to highlight any potential irregularities/ parking issues caused by previous parking interventions, land-use changes etc.

Step 3: Identify parking management interventions based on occupancy levels

Parking management interventions/actions may be appropriate when the average weekday peak parking occupancy (highest four peak hours of parking demand) is outside of the ideal occupancy range of 65 per cent to 85 per cent for on-street parking precincts and 60 per cent to 90 per cent for off-street parking areas.

Once average weekday peak parking occupancy is calculated for each parking precinct and off-street parking facility, refer to the relevant parking management frameworks (below) to determine what parking management intervention is appropriate.

- Parking Management Framework (on-street) – (Appendix A)
- Parking Management Framework (off-street) – (Appendix B)

The Parking Management Frameworks provide three occupancy-based triggers to support decision making which are organised under three parking demand percentage ranges.

Each occupancy-based trigger has a list of numbered interventions/actions. The most appropriate intervention should be considered for each precinct/off-street parking area, starting with the first action in the list.

Step 4: Consider the appropriateness of implementing parking management (PM) interventions

Before implementing a parking management intervention across a precinct or car park, council officers will first consider engaging with businesses and/or residents through the use of various forums depending on the scale and nature of the intervention.

The assessing officer should also ensure that the proposed Parking Management Interventions do not contradict the intent of the relevant Parking Precinct Plan (if available).

If an intervention is assessed by council officers and is considered appropriate for implementation within a precinct (on-street) or for a car park (off-street), the intervention should be implemented at the scale identified under the following headings:

Easing or Tightening Time Restrictions

Time restrictions are generally used as the first intervention for parking management of on-street parking areas. Additionally, time restrictions may be an appropriate intervention tool if greater turnover is required for off-street car parks.

If the parking management framework identifies that time restrictions should be eased or tightened, the intervention should be implemented progressively 'street by street' within a precinct (on-street) or progressively 'space by space' within a car park (off-street).

For long stay off-street car parks, easing or tightening time restrictions may not be appropriate, particularly if the parking area has a strategic role as a commuter car park. In such cases, tightened time restrictions may be appropriate only in isolation, if parking turnover is the required outcome.

For further guidance on the appropriateness of time restrictions refer to Appendix E.

Easing or Tightening Time Restrictions	
On-street	Off-street
Implement PM Intervention progressively within Precinct (street by street)	Implement PM Intervention progressively within car park

Introducing or Removing Priced Parking

Common practice typically sees priced parking introduced/removed once the effectiveness of time restrictions has been exhausted, making priced parking the final stage in the hierarchy of parking management interventions for public parking spaces.

If the parking management framework identifies that priced parking should be introduced/removed, the intervention should be implemented progressively 'street by street' over precinct (on-street) or over the entire car park (off-street).

Council may wish to consider parking trials (6-12 months) to ascertain the level of community satisfaction. This would typically apply to new areas where priced parking is intended to be implemented and would ensure transparency about the parking management reform.

Introducing or Removing Priced Parking	
On-street	Off-street
Implement PM Intervention progressively within Precinct (street by street)	Implement PM Intervention over entire car park

Increasing or Decreasing Fee Levels

Fee increases/decreases are an appropriate intervention when the use of appropriate time restrictions are exhausted and pricing is already in operation.

If the parking management framework identifies that fee levels should be increased/decreased, the intervention should be implemented over the entire precinct (on-street) or entire car park (off-street).

To affect parking demand changes by 10-15 per cent, pricing adjustments of up to 25 per cent should be considered until the relationship between parking demand and pricing within the City of Ipswich context is better established. Parking price adjustments (where appropriate) should be trialled to understand the impacts of any changes.

Off-street parking areas should be priced at a moderate proportion (70-80 per cent) to the price of adjacent on-street priced parking in order to encourage longer-stay parking in off-street locations and higher turnover in on-street locations.

Increasing or Decreasing Fee Levels	
On-street	Off-street
Implement PM Intervention Precinct wide	Implement PM Intervention over entire car park

Re-purposing parking spaces

Council may wish re-purpose at-grade parking assets or consolidate parking to more suitable locations if there is excessive supply and if time restrictions and pricing are not having the desired effect on demand.

If the parking management framework identifies that parking spaces should be re-purposed/decommissioned, it should be implemented progressively over a precinct (on-street) or progressively over a car park (off-street).

If deemed an acceptable intervention, council could consider replacing parking spaces with appropriate vegetation and/or streetscape treatments, or look to repurpose parking spaces (i.e. repurpose into loading zones, electric vehicle charging stations, shared car parking spaces, street patios/parklets etc).

Re-purposing parking spaces	
On-street	Off-street
Implement PM Intervention progressively within Precinct (street by street)	Implement PM Intervention progressively within car park

Step 5: Implement, review and monitor the parking management interventions

At the conclusion of the stakeholder consultation process (if required), council officers will consider implementing the identified parking management interventions.

If council officers decide to implement the parking management interventions, the impacts associated with the parking management interventions will require monitoring with community feedback and visual observations to be used as initial indicators of performance and community satisfaction.

A new parking occupancy survey is to be conducted at least 12 months after the initial parking occupancy survey (refer to Step 1). This will allow council to understand the effectiveness of the implemented parking management interventions in achieving the following optimum parking occupancy levels:

- 65–85 per cent across each precinct (on-street)
- 60–90 per cent across each car park (off-street).

At the conclusion of the ‘follow up’ parking occupancy survey (Step 1), the following points should be considered before deciding further parking management interventions:

- The impact of previous interventions on travel and land-use patterns.
- The impact of previous interventions on active and public transport mode shares.
- The impact of previous interventions on other precincts or car park areas (i.e. spillover effects).



OTHER PARKING CONSIDERATIONS

REDISTRIBUTION OF PARKING REVENUE

Typically, priced parking schemes generate higher revenue than their overall costs (maintenance, administration, enforcement etc). In the past, council have directed surpluses from priced parking into a consolidated revenue fund, used to finance a variety of services across council's portfolio.

There is an opportunity for council to use revenue accrued through its priced parking regime to invest in facilities and programmes more directly into areas of the city priced parking and to encourage a shift to sustainable modes of transport. This may include the provision of higher quality walking and cycling

infrastructure in each centre, streetscape improvement works and behavioural change programmes and incentives for residents to shift to walking, cycling or public transport.

The investigation of alternative uses for parking revenue is supported by the following transport policy documents:

- iGO Parking Action Plan (Action 3.2)
- iGO Active Transport Action Plan (Action 2.4)
- iGO Public Transport Advocacy and Action Plan (Action 4.2).

PARKING TECHNOLOGY IMPROVEMENTS

Parking management can be supported by advances in available technology and, as identified in the PAP Guideline, council will investigate modernising its parking management services to achieve the following benefits:

- Improve the customer experience
- Enhance economic development and social interaction opportunities in activity centres
- Provide more effective monitoring and compliance capabilities.

Whilst smart parking technologies have the ability to simplify and enhance council's data collection regime for parking, council officers will undertake annual parking surveys until such time that smart parking technologies are introduced.

APPENDIX A – PARKING MANAGEMENT FRAMEWORK (ON-STREET)

Ipswich Central (on-street)

Parking Precinct	Kerbside User Priority	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
Centre Core	Refer to Appendix G	15m – 2P	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations, parklets etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider increasing fee levels for priced parking.
Top of Town	Refer to Appendix G	15m – 4P	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations, parklets etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Centre East	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations, parklets etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.

Item 3 / Attachment 3.

Parking Precinct	Kerbside User Priority	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
Medical	Refer to Appendix G	15m – 4P	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations, parklets etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Education	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Centre Fringe	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zone etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.

Item 3 / Attachment 3.

Parking Precinct	Kerbside User Priority	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
West Ipswich	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zone etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
North Ipswich	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, parklets etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Queens Park	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Limestone	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.

Springfield Town Centre (on-street)

Parking Precinct	Kerbside User Priority	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
Town Centre North	Refer to Appendix G	15m – 2P	<ol style="list-style-type: none"> 1. Consider easing time restrictions with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations, parklets etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Southern Cross	Refer to Appendix G	15m – 4P	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Mater	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations, parklets etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.

Item 3 / Attachment 3.

Parking Precinct	Kerbside User Priority	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
Hillside	Refer to Appendix G	15m – 4P	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Parkside	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations, parklets etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Boulevard	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations, parklets etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.

Item 3 / Attachment 3.

Parking Precinct	Kerbside User Priority	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
Mountain Creek	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations, parklets etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Vicinity	Refer to Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.

Other locations (on-street)

Dominant land-use of area	Kerbside User Priority	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
Activity Centre	<ul style="list-style-type: none"> ▪ Loading / unloading for goods and deliveries ▪ Disability parking ▪ Loading passengers ▪ Short stay parking 	15m – 4P	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider removing time restrictions, alternative uses or decommissioning parking spaces – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations etc. 	Maintain existing operations	<ol style="list-style-type: none"> 1. Consider tightening time restrictions with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.

Item 3 / Attachment 3.

Dominant land-use of area	Kerbside User Priority	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day – typically weekday)		
			<65%	65%–85%	>85%
Commercial	<ul style="list-style-type: none"> ▪ Loading/unloading for goods and deliveries ▪ Disability parking ▪ Short-to-medium term parking ▪ Loading passengers 	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Medical	<ul style="list-style-type: none"> ▪ Disability parking ▪ Loading passengers ▪ Short-to-medium term parking ▪ Loading passengers 	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions (if in operation) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider easing priced parking fee level (if in operation) 3. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones, EV charging stations etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.
Education	Refer to School Specific KUPH in Appendix G	15m – Unrestricted	<ol style="list-style-type: none"> 1. Consider easing time restrictions with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider alternative uses or decommissioning parking space – e.g. street trees, wider footpaths, or conversion to loading zones etc. 	Maintain time restrictions (if in operation).	<ol style="list-style-type: none"> 1. Consider tightening time restrictions (15m – 4P) with acknowledgement of the parking time limit guidelines in Appendix E 2. Consider introducing priced parking (if not in operation) 3. Consider increasing fee levels for priced parking.

Note: On-street regulated parking areas are required to be individually listed as a Declared Traffic Area in the Subordinate Local Law. Appendix A provides a framework for parking management once a Declared Traffic Area has been established within the Subordinate Local Law.

APPENDIX B – PARKING MANAGEMENT FRAMEWORK (OFF-STREET)

Type of off-street facility	Priority Parking Users	Appropriate time restrictions	Average peak-period parking space occupancy (% of spaces occupied within an area during four peak hours of parking demand within a single day)		
			<60%	60%–90%	>90%
Off-street (Short-Medium Stay)	<ul style="list-style-type: none"> Disability parking Short- to medium-stay parking 	1P – 4P	<ol style="list-style-type: none"> Consider easing time restrictions (2P–4P) with acknowledgement of the parking time limit guidelines in Appendix E Consider easing priced parking fee levels (if in operation) or removal of priced parking. Consider alternative uses for parking space – e.g. EV charging stations, planting, shared vehicle parking etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> Consider isolated tightened time restrictions (1P–2P) with acknowledgement of the parking time limit guidelines in Appendix E Consider introducing priced parking (if not in operation) Consider increasing fee levels for priced parking.
Off-street (Long Stay)	<ul style="list-style-type: none"> Disability parking Long stay parking 	*4P – Unrestricted (*4P can be appropriate if in isolation)	<ol style="list-style-type: none"> Consider easing time restrictions (9P/UR) with acknowledgement of the parking time limit guidelines in Appendix E Consider easing priced parking fee levels (if in operation) or removal of priced parking. Consider alternative uses for parking space – e.g. EV charging stations, planting, shared vehicle parking etc. 	Maintain time restrictions and priced parking (if in operation).	<ol style="list-style-type: none"> Consider isolated tightened time restrictions (4P) with acknowledgement of the parking time limit guidelines in Appendix E. Consider introducing priced parking (if not in operation). Consider increasing fee levels for priced parking.

Note: Off-street regulated parking areas are required to be individually listed in the Subordinate Local Law. Appendix B provides a framework for parking management once an off-street regulated parking area is listed in the Subordinate Local Law.

APPENDIX C – PARKING MANAGEMENT FRAMEWORK DECISION TREE (ON-STREET)

Step 1: Undertake Parking Occupancy Survey

Parking occupancy surveys are to be conducted at least every 12 months – subject to data collection capabilities.

Step 2: Review Parking Demand (Occupancy) at a Precinct Level

Survey results are to be further refined using an 'average peak-period occupancy' metric, identifying the highest four 'peak' hours of parking demand within a single day – typically a weekday.

The average peak-occupancy level for each precinct will fit into one of the three percentage ranges (refer to diagram).

Understand the reasons behind the identified occupancy levels – caused by previous parking management interventions, land-use changes etc.

Step 3: Identify interventions for parking management (PM) based on precinct parking demand (occupancy levels)

Choose the most appropriate intervention for each Precinct – starting with the first intervention in the list.

Step 4: Consider the appropriateness of implementing parking management interventions

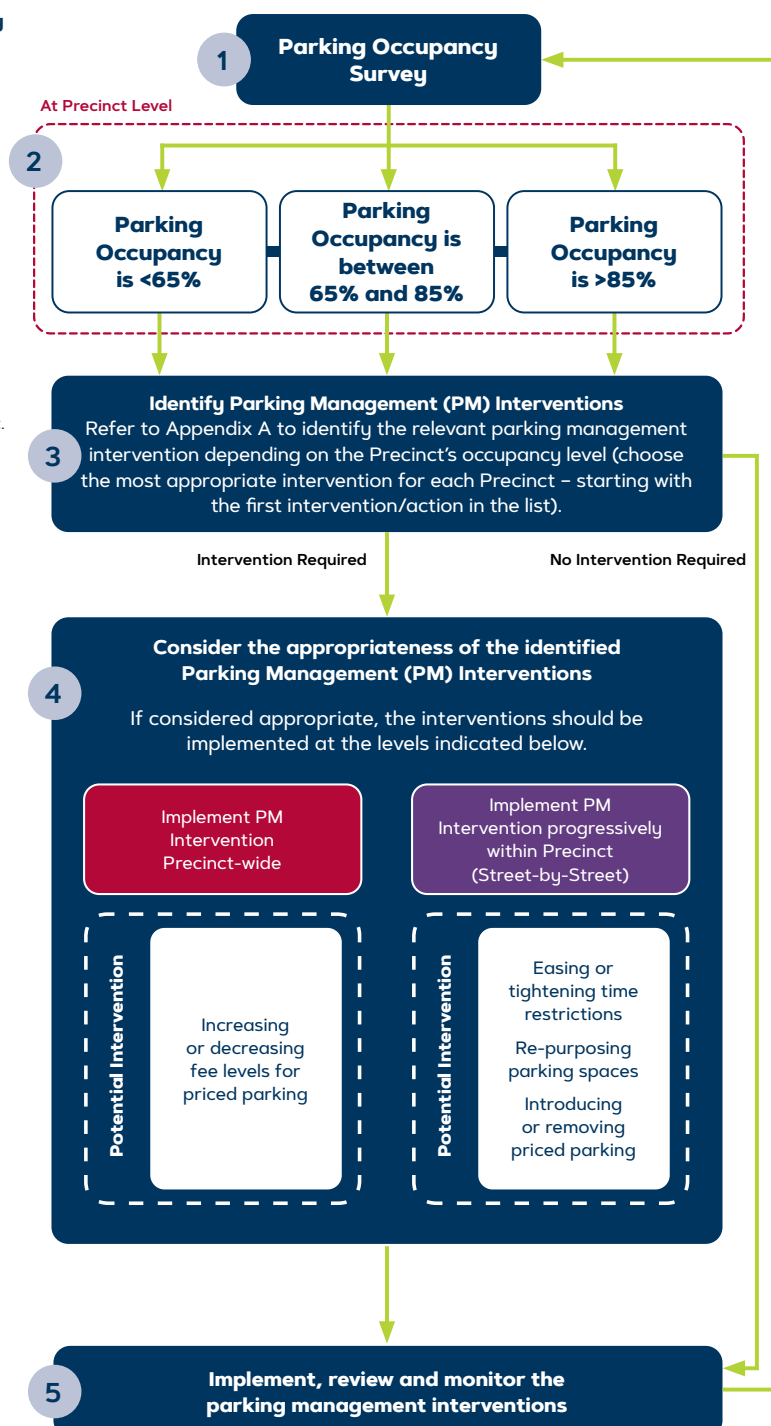
The assessing officer should ensure that the proposed Parking Management Interventions do not contradict the intent of the relevant Parking Precinct Plan (if available).

Where the Parking Management Interventions are consistent with the Precinct intent, council should consider engaging with businesses and/or residents 'if appropriate' before implementing Parking Management Interventions.

Step 5: Implement, review and monitor the parking management interventions

The PM interventions will require monitoring to understand community satisfaction and performance.

The success of PM interventions are to be reviewed at the conclusion of the 'follow up' parking occupancy survey.



APPENDIX D – PARKING MANAGEMENT FRAMEWORK DECISION TREE (OFF-STREET)

Step 1: Undertake Parking Occupancy Survey

Parking occupancy surveys are to be conducted at least every 12 months – subject to data collection capabilities.

Step 2: Review Parking Demand (Occupancy)

Survey results are to be further refined using an 'average peak-period occupancy' metric, identifying the highest four 'peak' hours of parking demand within a single day.

The average peak-occupancy level for each car park will fit into one of the three percentage ranges (refer to diagram).

Understand the reasons behind the identified occupancy levels caused by previous parking management interventions, land-use changes etc. Review the function of the car park if required.

Step 3: Identify interventions for parking management (PM) based on the Car Park Function and its parking demand (occupancy levels)

Choose the most appropriate intervention for each car park depending on its function and occupancy level – starting with the first intervention in the list.

Step 4: Consider appropriateness of implementing parking management interventions

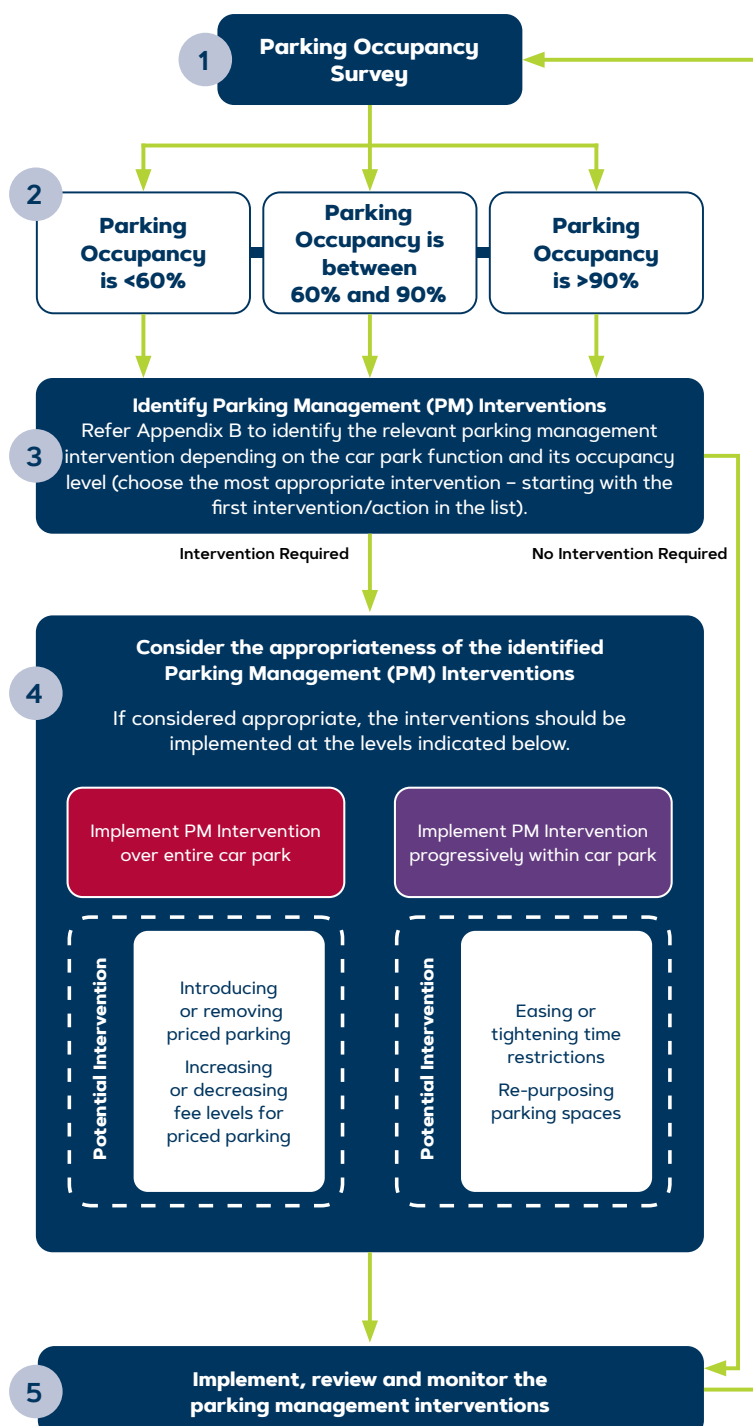
The assessing officer should ensure that the proposed Parking Management Interventions do not contradict the intent of the relevant Parking Precinct Plan (if available).

Where the Parking Management Interventions are consistent with the Precinct intent, council should consider engaging with businesses and/or residents 'if appropriate' before implementing Parking Management Interventions.

Step 5: Implement, review and monitor the parking management interventions

The PM interventions will require monitoring to understand community satisfaction and performance.

The success of PM interventions are to be reviewed at the conclusion of the 'follow up' parking occupancy survey.



APPENDIX E – PARKING TIME LIMIT GUIDELINES

Austrroads Guide to Traffic Management – Part 11: Parking, can be used as a reference tool when setting appropriate time restrictions. Consideration also needs to be given to the land-use context of the surrounding area.

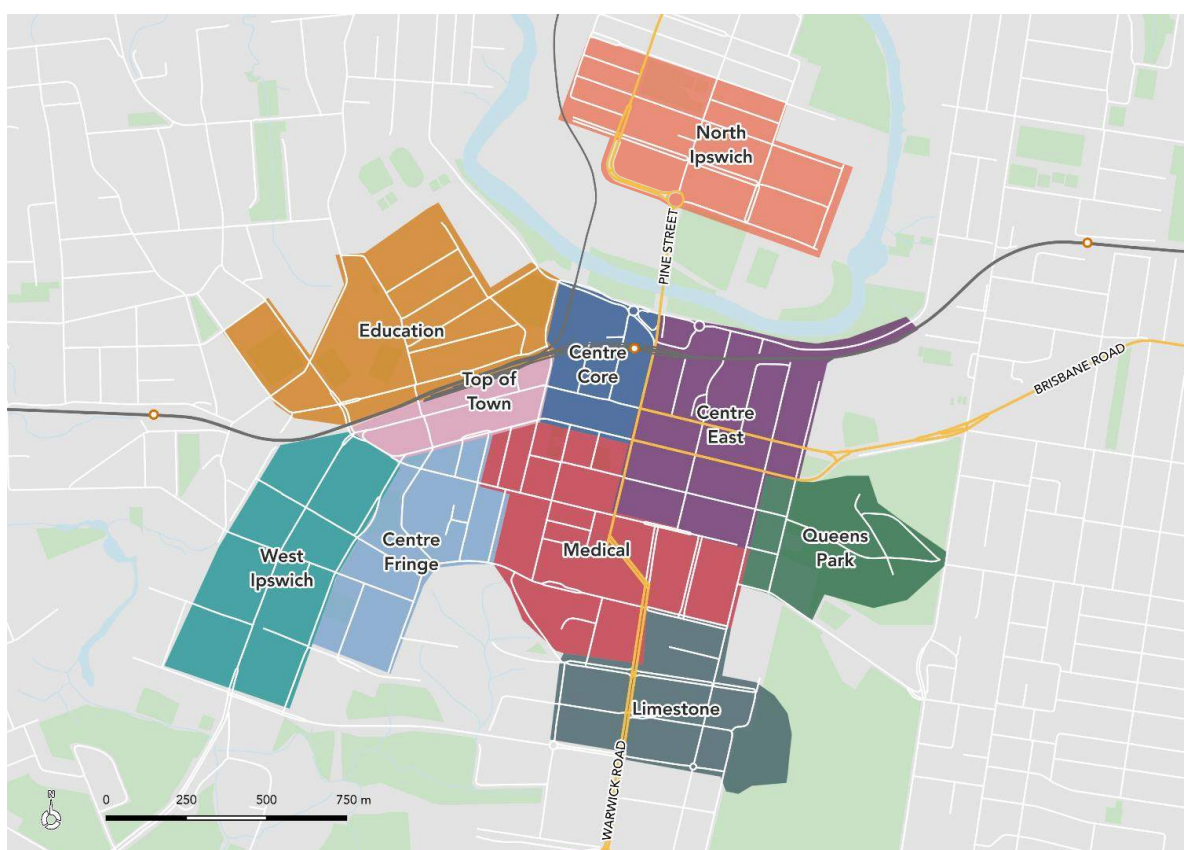
Time Period	Applications of these Periods
5-minute	<ul style="list-style-type: none"> Areas with very high arrival rates, for example where passengers are dropped off, but some waiting is likely May apply in cinemas, post offices and hotels and may potentially be used in business districts and schools.
10-minute or ¼ hour (15-minute)	<ul style="list-style-type: none"> For areas with high turnover outside commercial facilities providing a high level of convenience such as banks, post offices, milk bars and newsagents For pick-up and set-down outside schools Only appropriate for motorists who go to one address.
½ hour (30-minute)	<ul style="list-style-type: none"> For areas directly outside local shops that rely on providing a reasonably high level of convenience to maintain a competitive market position There is usually a high demand and one-hour parking would result in inadequate parking turnover Half-hour restriction allows people to go to 2–3 shops.
1 hour (60-minute)	<ul style="list-style-type: none"> Areas outside major shopping centres and in other locations where there is a demand for parking and the activity is likely to take longer than half an hour (e.g. commercial developments providing professional and personal services) This type of parking is able to be diverted to off-street locations, but parking access needs to be clearly visible from the frontage road.
2 hour (120-minute)	<ul style="list-style-type: none"> Sometimes appropriate outside major shopping centres although it can result in enforcement difficulties with some motorists staying excessively long times More likely to be applicable in areas with developments containing professional and personal services Also applicable on streets where a resident parking permit scheme applies, and time limited parking is available for non-residents The 2 hour limits results in commuter parking being removed This type of parking can also be diverted into off-street car parks, access to the car park can be provided via other streets but access arrangements need to be clearly identifiable from arterial roads.
4 hour (240-minute) Also applicable for 3 hour (180-minute)	<ul style="list-style-type: none"> Appropriate where it is desired to stop all-day commuter parking but allow parking by other local people This type of parking can also be diverted into off-street car parks. While it desirable that car park access is identifiable from the arterial road, it will often be acceptable to assume that motorists are relatively well informed regarding the access arrangements for the site.
No time limit (all day) Unrestricted	<ul style="list-style-type: none"> Usually generated by employees or park and ride motorists and will occur across all types of development Does not require signs to be used to indicate that parking is permitted where there is no time limit or no user limitation.

Source: Damen, P. and Huband, A. (2008). Guide to Traffic Management Part 11: Parking. Sydney, Australia: Austrroads

APPENDIX F – PARKING PRECINCTS

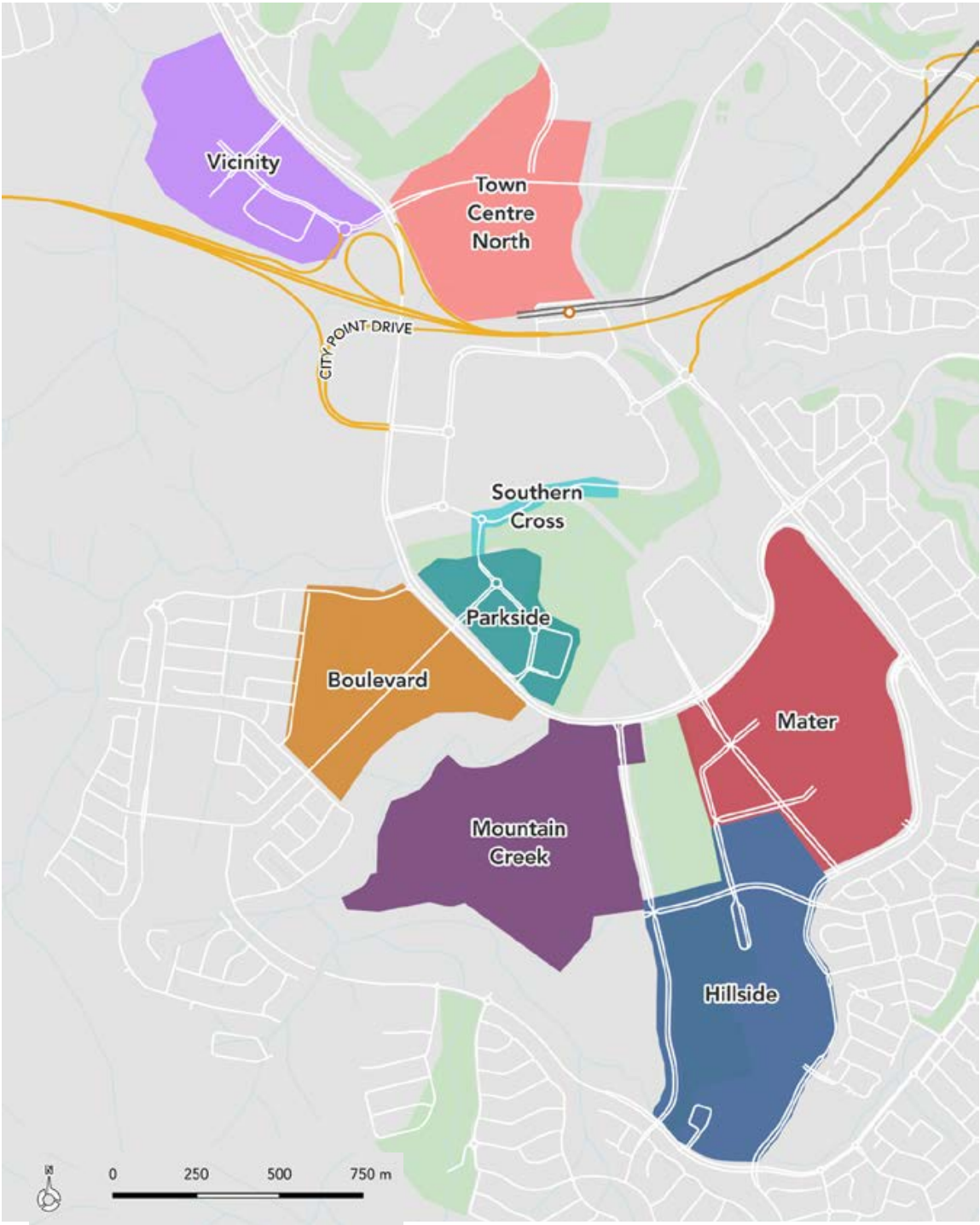
Ipswich Central Parking Precincts

(Source: ICC, PSA)





Springfield Town Centre Parking Precincts
(Source: ICC, PSA)



APPENDIX G – KERBSIDE USER PRIORITY HIERARCHY

Ipswich Central Kerbside User Priority Hierarchy

(Source: ICC, PSA)

PRIORITY	CENTRE CORE	CENTRE EAST	MEDICAL	CENTRE FRINGE	WEST IPSWICH	TOP OF TOWN	EDUCATION	NORTH IPSWICH	QUEENS PARK	LIMESTONE
HIGHEST										
LOWEST										
NOT PERMITTED/ APPLICABLE										

KEY	
	Motorcycles and Scooters
	Public Transport
	Loading Goods
	Disability Permit Holders
	Cyclists
	Loading Passengers
	Short to Medium Stay Parking (<4 hours)
	Long Stay Parking (>4 hours)
	Residents
	Park 'n' Ride
	Micromobility (including charging capabilities)
	Electric Vehicle Parking and Charging
	Parklets/ Street Patios

Springfield Town Centre Kerbside User Priority Hierarchy

(Source: ICC, PSA)

PRIORITY	TOWN CENTRE NORTH	SOUTHERN CROSS	MATER	HILLSIDE	PARKSIDE	BOULEVARD	VICINITY	MOUNTAIN CREEK
HIGHEST								
LOWEST								
NOT PERMITTED/ APPLICABLE								

KEY	
	Motorcycles and Scooters
	Public Transport
	Loading Goods
	Disability Permit Holders
	Cyclists
	Loading Passengers
	Short to Medium Stay Parking (<4 hours)
	Long Stay Parking (>4 hours)
	Residents
	Park 'n' Ride
	Micromobility (including charging capabilities)
	Electric Vehicle Parking and Charging
	Parklets/ Street Patios

School Specific Kerbside User
Priority Hierarchy

(Source: PSA, ICC)

PRIORITY	SCHOOLS
HIGHEST	
	
	
	
	
	
	
	
	
	
LOWEST	
	
	
NOT PERMITTED/ APPLICABLE	
	
	

KEY

 Motorcycles and Scooters

 Public Transport

 Loading Goods

 Disability Permit Holders

 Cyclists

 Loading Passengers

 Short to Medium Stay Parking (<4 hours)

 Long Stay Parking (>4 hours)

 Residents

 Park 'n' Ride

 Micromobility (including charging capabilities)

 Electric Vehicle Parking and Charging

 Parklets/ Street Patios





Ipswich City Council
PO Box 191, Ipswich QLD 4305, Australia

Phone (07) 3810 6666
council@ipswich.qld.gov.au
ipswich.qld.gov.au

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Part A - Community Engagement Report

iGO Parking Strategy and Action Plan

Date: July 2023

Branch: Infrastructure Strategy

Department: Asset and Infrastructure Services



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1 Executive Summary

The iGO Parking Strategy and Action Plan (PSAP) is currently being developed.

PSA Consulting has been engaged by Ipswich City Council (ICC) to prepare a PSAP for the Ipswich Local Government Area (LGA), aligning with and building upon the strategic direction outlined within *iGO – City of Ipswich Transport Plan* (iGO).

Stakeholder engagement for this project has been segmented into two parts and will be undertaken in parallel with technical project activities from July 2022 to late 2023. This report provides a summary of the overall engagement process, outlines the objectives of the engagement and the results obtained.

Engagement on the PSAP occurred through a range of formats including technical workshops, one-on-one meetings, and wider public consultation through the Ipswich Community Panel and Council's 'Shape your Ipswich' online platform.

Of note, Council is undertaking a major review of iGO concurrently with the PSAP project. Consequently, there was an element of caution embedded into the engagement planning and when engaging with the community and external stakeholders for the PSAP project as there was a high risk of stakeholder and engagement fatigue.

As a result, rather than engaging with an exhaustive list of stakeholders directly as part of the PSAP project, parking insights were also obtained through the iGO Major Review project and from an engagement piece conducted between December 2019 and February 2020 for the *City of Ipswich Parking Pricing Strategy* project.

The outcomes of the stakeholder engagement identified common themes present across the stakeholders that were engaged. These were:

- Safety
- Access
- Amenity
- Alternative transport modes

The themes and stakeholder insights identified in this report will help inform the development of the PSAP and will be used in addition to existing parking policies within iGO. The PSAP will also need to align with the new transport policy setting identified under an updated iGO which is planned to be released in mid-2024.

2 Background

2.1 PSAP Project Overview

Parking is one of the biggest challenges facing local governments like Ipswich City Council (ICC). The impacts of population growth, increased traffic and congestion, and the associated demands on transport infrastructure (including parking) can often require significant attention, resources, and investment.

PSA Consulting (PSA) has been engaged by ICC to prepare a PSAP for the Ipswich LGA, aligning with and building upon the strategic direction for parking management outlined within *iGO – City of Ipswich Transport Plan* (iGO).

The following project objectives have been identified for the PSAP:

- Predict future parking requirements across the LGA, understand the policy framework for parking in Ipswich and gather best practice principles for implementation through research and consultation with community and key stakeholders.
- Develop the vision, goals and objectives to guide parking actions and initiatives within the iGO policy framework.
- Develop the actions and initiatives that will achieve the vision, goals and objectives for parking in Ipswich, and develop an evaluation framework and implementation plan outlining key responsibilities and timeframes.

The project is being delivered across five (5) different stages, with community engagement occurring across the 'Background and Context' and 'Finalisation' stages of the project (Figure 1 below).

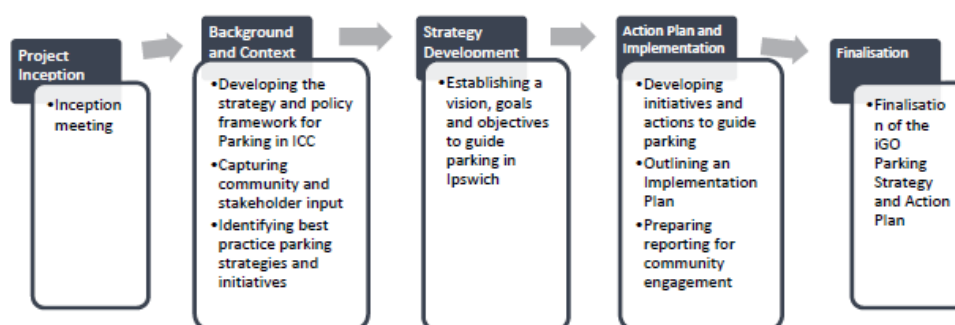


Figure 1: PSAP Project Stages

2.2 Current Parking Policy Hierarchy

The parking policy hierarchy for ICC is outlined in Figure 2 (page-over).

The City of Ipswich Transport Plan (branded as 'iGO') is Council's masterplan for Ipswich's transport future. Adopted in 2016, iGO outlines Council's aspirations to advance the city's transport system to accommodate a future population of 435,000 people. Key parking policy focuses within iGO include:

embracing new technologies to improve parking efficiency, managing parking to support economic vitality and sustainable transport use and promoting the benefits of a parking culture based on demand management rather than demand satisfaction.

Council has an existing *Ipswich City Council Parking Strategy* for the Ipswich City Centre (adopted by Council in 2011), which introduced parking precincts for Ipswich Central and remains in use today. Although the 2011 Strategy was not a citywide strategy, it introduced policies supporting travel demand management in Ipswich Central and the use of parking management as a tool to support the uptake of sustainable transport modes. It is intended that the current PSAP project will replace this document, extending the parking strategy to apply to all Principal Activity Centres and key land uses within the Ipswich LGA.

In 2020, Council adopted the *City of Ipswich Parking Pricing Strategy*. The Parking Pricing Strategy and associated implementation guideline has been developed as an operational tool for parking management within the City of Ipswich, providing a transparent methodology on how parking time restrictions and pricing is implemented.



Figure 2: Parking Policy Hierarchy (with PSAP)

2.21 Review of iGO – City of Ipswich Transport Plan

A project to review iGO – City of Ipswich Transport Plan (iGO Major Review) is running concurrent to the PSAP project as identified in Figure 2 above. The anticipated outcome of the review will be the release of an updated version of iGO in 2024, following a series of technical investigations and consultations with key stakeholders and the community from 2022 to 2024.

The PSAP will need to align with the existing parking policies within iGO, but will also need to align with the new transport policy setting identified under an updated iGO.



3 Why we engaged

3.1 Engagement Purpose

The purpose of engagement for this project was to garner community and stakeholder insights about parking issues and opportunities across the Ipswich LGA and build support and stewardship for the final action plan. These insights were also gathered to inform and influence the relevant working papers being produced by PSA Consultants.

3.2 Engagement Objectives

Engagement undertaken for the PSAP project aimed to:

- Build community and stakeholder awareness and understanding of the ‘big picture’ surrounding parking, including iGO’s strategic objectives and what sustainable parking planning and delivery looks like.
- Identify areas of parking concern / challenges in the city, and other issues related to parking.
- Better understand community desires and improvements that could be made to ease parking issues.
- Build community trust and confidence in council’s decision-making abilities for sustainable transport planning and delivery.

4 Key Stakeholders

4.1 Internal stakeholders

A Technical Working Group (TWG) was established for the PSAP project involving subject matter experts across the following Council departments (Table 1 below):

Table 1: Diversity of Technical Working Group

Department	Branch/s	Interest
Asset and Infrastructure Services	Infrastructure Strategy	Transport Strategy Traffic Operations Parking Technology
Community, Cultural and Economic Development	Economic and Community Development Community and Cultural Services	Ipswich Central Place-making Physical activity
Environment and Sustainability	Environment and Sustainability	Sustainable transport



Planning and Regulatory Services	City Design	Transport / Land-use integration
	Compliance	Parking compliance / local laws

Two (2) Councillor Workshops have been proposed for Stage 3 (Strategy Development) and Stage 5 (Finalisation) of the PSAP project.

4.2 External stakeholders

There were several external stakeholders identified as either having a role and/or an interest in the PSAP (Table 2 below). Due to the iGO Major Review project running concurrently with the PSAP project, there were some external stakeholders that were not engaged directly as part of the PSAP project, but indirectly through the iGO Major Review project. This was a decision made to avoid engagement fatigue and to avoid duplicating feedback.

Table 2: Engagement on Parking (by external stakeholder)

Stakeholder	Direct engagement through the PSAP Project	Indirect engagement on parking through the iGO Major Review Project	Indirect engagement through the Parking Pricing Strategy (2020)
Ipswich Community	Engagement through SYI	353 respondents (through SYI and 1 st round of pop-up sessions)	295 respondents (through SYI)
West Moreton Health			
Ramsay Health Care			
Ipswich Community Panel			
Greater Springfield Chamber of Commerce			
Ipswich Chamber of Commerce			
Queensland Disability Network			
Queensland Motorcycle Council			
Murri Interagency			
University of Southern Queensland			
TAFE Queensland			

Direct Engagement	Indirect Engagement
-------------------	---------------------



4.21 Ipswich Community Panel

The Ipswich Community Panel (ICP) pre-registered via the SYI website and were asked to share their inputs about parking issues, opportunities, and challenges across the LGA. This group has interest in potentially all modes of land transport, parking/traffic complaints, daily transport needs and experiences.

4.22 Community engagement (via Shape Your Ipswich)

Shape Your Ipswich (SYI) is Council's online community engagement platform where residents are given the opportunity to have their say on Council projects, initiatives, and new ideas. The 'iGO Parking Strategy and Action Plan' SYI page utilised the platform to engage with the community on the project.

4.3 Government and Non-Government Stakeholders

A number of Government and Non-Government Stakeholders were identified as having an interest in the PSAP. West Moreton Health was Council's sole Queensland Government representative, as it is the largest employer across the LGA, with a large presence in both Ipswich Central and Springfield Central. Other commercial, educational (USQ, TAFE Queensland) and industry bodies were also engaged both directly as part of the PSAP or indirectly through the iGO Major Review project on parking matters.

5 Engagement Methodology

As previously identified in Table 2, ICC has relied on both direct and indirect stakeholder feedback to inform the development of the PSAP. This approach was taken given the extensive engagement undertaken and planned for the iGO Major Review project (running concurrent to the PSAP) as well as utilising the valuable feedback collected between December 2019 & February 2020 as part of the *City of Ipswich Parking Pricing Strategy* engagement piece.

5.1 Direct Engagement

Direct engagement for the PSAP project involved in-person stakeholder meetings with businesses in Ipswich Central and Springfield Central, on-line Teams meetings with both government and non-government 'health' stakeholders and a workshop with the ICP.

The ICP workshop centred around the following topics:

- Current parking issues and opportunities
- Considerations for ICC when developing a citywide parking vision, goals, and objectives
- Potential initiatives and parking actions



Figure 3: Engagement with the Ipswich Community Panel

A SYI campaign was also held between August and November 2022 during the 'Background and Context' project stage. This campaign received 446 visitations to the SYI page and a total of 30 contributions. Online engagement was centred around the following themes:

- Current parking issues and opportunities (via a social map)
- Creating places for people
- Sustainable parking management

It is envisioned that a second SYI campaign will be run in August 2023 to obtain community feedback on a draft PSAP.

5.2 Indirect Engagement

Indirect engagement for the PSAP consisted of various engagement pieces from the iGO Major Review project and the *City of Ipswich Parking Pricing Strategy* project.

5.2.1 iGO Major Review

A community engagement campaign (utilising ICC's SYI platform) was held between December 2022 and March 2023.



In addition to SYI, ten 'Talk to a Transport Planner' Pop-Up Stalls were also held for the iGO Major Review project at the following locations:

- Ripley Markets – 10 December 2022;
- Rosewood Christmas Festival – 16 December 2022;
- Nicholas Street Christmas Markets – 17 December 2022;
- Karalee Shopping Centre – 14 January 2023;
- Springfield Lake Village – 17 January 2023;
- Yamanto Central Shopping Centre – 19 January 2023;
- Redbank Community Centre – 2 February 2023 (in-person meeting format);
- USQ Ipswich Campus Market Day - 20 February 2023;
- USQ Springfield Campus Market Day - 21 February 2023; and
- Murri Interagency - 7 March 2023 (in-person meeting format)

Each session was staffed by at least one member of the ICC Transport and Traffic Team, and one member of the ICC Community Engagement Team. The key goal of these activities was to gather quick responses to issues (including parking), allow residents the opportunity to directly discuss their transport experience with Council officers, and direct more respondents to the iGO Major Review SYI webpage.

Between the iGO Major Review SYI campaign and the community pop-ups, there were a total of 353 contributions. A summary report on the feedback received for 'Parking' from SYI has been attached in Appendix A.

Parking related matters were also discussed at meetings with the Queensland Disability Network and Queensland Motorcycle Council.

5.22 City of Ipswich Parking Pricing Strategy

A SYI campaign was held between December 2019 and February 2020 for the *City of Ipswich Parking Pricing Strategy project*. This campaign received a total of 295 contributions across the following topics:

- Parking policy and parking management
- Pricing and hypothecation of parking revenue
- Parking payment systems
- Smart parking technology
- Alternative transport modes

SYI questionnaire results from the *City of Ipswich Parking Pricing Strategy project* has been attached in Appendix B.

Table 3 (below) includes a summary of the direct engagement activities undertaken or planned to be undertaken in the future as part of the PSAP project as well as the indirect engagement activities used to inform the PSAP.

Table 3: Engagement activities (by stakeholder)

CONSULTATION ACTIVITY	DATE/S	METHOD OF CONSULTATION	ATTENDEES
Direct engagement as part of PSAP			
Shape Your Ipswich (PSAP Project)	Phase 1: August - November 2022 Phase 2: August 2023 (planned)	Online engagement and survey platform Social media adverts	Community members
Ipswich Community Panel Workshop	September 2022	In-person workshop, with opportunities for attendees to provide direct input through sharing thoughts and ideas in guided “break-out” groups	Members of the PSA and ICC Project Team Members of the Ipswich Community Panel
Stakeholder meeting with Hospitals	July 2022	Online Teams meeting	Members of the PSA and ICC Project Team Representatives from West Moreton Health Representatives from Ramsay Health Care
Stakeholder meeting with Springfield Businesses	August 2022	In-person meeting	Members of the Project Team Representatives from the University of Southern Queensland Representatives from the Mater Hospital Representatives from TAFE Queensland Representatives from the Greater Springfield Chamber of Commerce



CONSULTATION ACTIVITY	DATE/S	METHOD OF CONSULTATION	ATTENDEES
Stakeholder meeting with Ipswich Businesses	August 2022	In-person meeting	Members of the Project Team Representatives from the Ipswich Chamber of Commerce Local businesses owners and operators
Indirect engagement as part of the iGO Major Review Project			
Shape Your Ipswich (iGO Major Review Project)	<i>Phase 1:</i> December 2022 – March 2023	Online engagement and survey platform Social media adverts	Community members
iGO Review Community Pop-ups	<i>Phase 1:</i> December 2022 – March 2023	In-person pop-up sessions (10 in total for phase 1) across all Council divisions	Members of iGO Major Review Project Team Community members
Queensland Motorcycle Council	January 2023	Online Teams meeting	Members of iGO Major Review Project Team QMC President
Queensland Disability Network	February 2023	Online Teams meeting	Members of iGO Major Review Project Team Members of the Queensland Disability Network
Murri Interagency	March 2023	In-person meeting	Members of iGO Major Review Project Team Members of the Murri Interagency
Indirect engagement as part of the City of Ipswich Parking Pricing Strategy (2020)			
Shape Your Ipswich (Parking Pricing Strategy project)	December 2019-February 2020	Online engagement and survey platform	Community members



6 Engagement Outcomes

The outcomes of the community engagement were reviewed to identify common themes present across the stakeholders that were engaged. The following themes were identified:

- **Safety** – user safety associated with the design of parking spaces and access to parking areas
- **Access** – the right type of parking / kerbside use is located where it needs to be.
- **Amenity** – the conflict between places for people and places for vehicles.
- **Alternative transport modes** – the balance between providing adequate parking supply for businesses, commuters, and visitors, but also supporting legitimate alternatives to private vehicles.

A summary of feedback from external stakeholders can be found in Table 4 (below).

Table 4: Feedback summary (by Stakeholder)

STAKEHOLDER/FORUM	FEEDBACK
Theme: Safety	
Shape Your Ipswich (PSAP)	<ul style="list-style-type: none"> • Road safety should be a priority of Council • Provision of adequate and safe parking is a necessity for healthcare staff
West Moreton Health	<ul style="list-style-type: none"> • Safety for shift workers remains an issue at the Ipswich Hospital • Personal security – vehicle vandalism is a problem around the Medical Precinct
Ipswich Community Panel	<ul style="list-style-type: none"> • Safety was a core theme raised by the ICP • A significant reason why people are driving to, and parking in Ipswich Central is due to the real or perceived dangers of walking on Ipswich Central streets • Safety issues associated with parking areas in Ipswich Central connected by uneven and poorly maintained footpaths – of particular concern for people with disabilities • Lower speed limits in activity centres to improve pedestrian environment • Better street lighting required across Ipswich Central for night parking
Ipswich Businesses	<ul style="list-style-type: none"> • CPTED issues in many parts of Ipswich Central (i.e. Bell Street); acknowledging that more residential uses could reduce safety concerns



STAKEHOLDER/FORUM	FEEDBACK
Theme: Access	
Shape Your Ipswich (PSAP)	<ul style="list-style-type: none"> • Parking at Ipswich hospitals and schools is challenging, particularly during peak periods • There is the general expectation that Council should be providing more parking for commuters and visitors in activity centres; there is a perceived lack of parking within Ipswich Central • Lack of PWD parking bays at recreational parks and outside hospitals • More consideration in parking design for users with prams
Shape Your Ipswich & Community Pop-ups (iGO Major Review)	<ul style="list-style-type: none"> • Parking within activity centres was considered the 5th biggest transport challenge according to 353 respondents (below public transport affordability, quality, and reliability, rising cost of using a vehicle, road congestion and disconnected active transport networks) • School drop off, pick up and parking remains an issue across the city • A lack of PWD parking bays across the city and parking availability around hospitals were identified challenges
Shape Your Ipswich (Parking Pricing Strategy – 2020)	<ul style="list-style-type: none"> • Out of 295 respondents from the SYI survey, 84% strongly agreed/ or agreed that parking should be accessible to those that need it the most
Ipswich Businesses	<ul style="list-style-type: none"> • Parking supply is not sufficient for staff and customers in the Legal and Government parking precinct – contrary to Council's parking survey • There is the general expectation that Council should be providing more parking for commuters and visitors in Ipswich Central
Springfield Businesses	<ul style="list-style-type: none"> • Weekend parking at the sporting grounds in Springfield Central could be challenging in the future, particularly with Stage 2 of Mater being constructed as it will be competing with sports parking on weekends • New development at Technology Drive (Vicinity Precinct) may exacerbate current parking problems during the day and truck parking at night • Parking (pick up and drop off) at schools in Springfield Central is challenging, particularly during peak periods, and likely to worsen with potential planned vertical high school and vertical TAFE campus



STAKEHOLDER/FORUM	FEEDBACK
Ipswich Community Panel	<ul style="list-style-type: none"> More information should be available to the public about parking options within activity centres (i.e. 3 free hours at Nicholas Street carpark) Extending the existing 15-minute free parking 'grace period' in Ipswich Central to 30 minutes The ICP identified a number of locations where parking was insufficient for the land use, including the Top of Town locality, sports fields and facilities, schools and CBD commercial precincts. Importantly, most participants did not express a desire for more parking spaces to be provided in these locations, rather, most sought a more connected and accessible network of active and public transport infrastructure and services Access for people with disabilities is challenging in Ipswich Central due to the state of the footpath infrastructure More electric vehicle charging bays needed across the city as adoption increases A parking app for booking, paying, parking availability, understanding regulations would be useful
West Moreton Health	<ul style="list-style-type: none"> Majority of parking issues in and around the Medical Precinct are observed only on weekdays during business hours; minimal issues observed on weekends and after-hours Significant growth in the region will put additional demand on existing parking supply Localised parking challenges at South Ripley could occur with the introduction of the new satellite hospital and 90 bed overnight facility – this facility is also in close proximity to primary and secondary schools in the area 200 bed expansion to the Ipswich Hospital (Stage 2) will place more pressure on existing parking resources in Ipswich Central
Ramsay Health Care	<ul style="list-style-type: none"> Parking is an ongoing issue which leads to further issues regarding access for mobility restricted users. On-street long-stay parking in the vicinity of St. Andrews' Hospital is often used by non-health care employees who then walk into the Centre Core.
Queensland Disability Network	<ul style="list-style-type: none"> Lack of PWD parking bays across LGA (particularly in centres) Inappropriate use of PWD parking bays by members of the community PWD parking bays not often to standard – often the width is no different to a regular parking bay Access to path network is challenging, many locations without kerb ramps

STAKEHOLDER/FORUM	FEEDBACK
	<ul style="list-style-type: none"> Smart app could assist with pre-planning, understanding the availability of parking and assist with the proper enforcement of PWD parking bays
Queensland Motorcycle Council	<ul style="list-style-type: none"> Opportunity exists to better utilise underused kerb-side space for the purposes of motorcycle parking (similar to Brisbane City Council)
Murri Interagency	<ul style="list-style-type: none"> Parking availability in activity centres are often relied upon for the First Nations community to access community services and medical appointments Alternative transport options were limited/unreliable If parking is not available, medical appointments are often missed
Theme: Amenity	
Shape Your Ipswich (PSAP)	<ul style="list-style-type: none"> Parking should be clear, wide/empty streets give off the impression that there is ample parking availability.
Shape Your Ipswich (iGO Review)	<ul style="list-style-type: none"> Of the 353 respondents to SYI survey and pop-ups, the large majority value a more balanced provision of kerbside space between vehicles and people. Approximately 72% of respondents to the SYI survey 'strongly agreed' or 'agreed' that cities should be designed more for people rather than for cars; 12% of respondents 'disagreed' or 'strongly disagreed' The large majority of respondent to SYI survey and pop-ups valued a more balanced designation of space for people and space for vehicles in movement corridors; the most preferred movement corridor examples were well shaded (i.e. Orchard Road, Singapore) Amenity issues in residential communities associated with residential parking; garages are often used for purposes other than vehicle storage, causing parking spill-over in the verge and on-street
Shape Your Ipswich (Parking Pricing Strategy – 2020)	<ul style="list-style-type: none"> Out of 295 respondents from the SYI survey, 63% agreed that parking revenue should be reinvested to improve the streetscape (trees and landscaping) in the activity centre that it is collected in
Ipswich Community Panel	<ul style="list-style-type: none"> Place and matters related to the amenity of Ipswich Central were raised consistently throughout the ICP workshop (issues of safety and the need to develop Ipswich Central as a destination which supports active transport trips)



STAKEHOLDER/FORUM	FEEDBACK
Theme: Alternative Transport Modes	
Shape Your Ipswich (PSAP)	<ul style="list-style-type: none"> Significant changes need to occur to attract residents out of cars and into sustainable modes of transport; cars better value an individuals' time, compared to alternatives Lack of infrastructure for sustainable modes increase reliance on private vehicles and hence car parking
Shape Your Ipswich (iGO Review)	<ul style="list-style-type: none"> Alternative transport options are lacking across the city resulting on many to rely on driving and car parking Public transport affordability, quality and reliability was identified as the city's biggest transport challenge Disconnected active transport networks were identified as a greater challenge to address (4th biggest challenge) compared to parking in activity centres (5th biggest)
Shape Your Ipswich (Parking Pricing Strategy – 2020)	<ul style="list-style-type: none"> Out of 295 respondents from the SYI survey, 53% identified that better public transport could provide them with a viable alternative to driving and parking within activity centres <ul style="list-style-type: none"> 65% strongly agreed/ or agreed that the cost to provide public parking should be recognised and considered in people's travel choice 68% agreed that parking revenue should be reinvested into sustainable travel initiatives (footpaths, bikeways, shared paths) in the activity centre that it is collected in 69% agreed that parking revenue should be reinvested into public transport infrastructure in the activity centre that it is collected in
Ipswich Businesses	<ul style="list-style-type: none"> Opportunity to link off-street parking areas with a new loop bus service in Ipswich Central should be investigated Significant percentage of Ipswich Central employees live outside of the Ipswich LGA, therefore have no other option but to drive and park due to limited alternatives
West Moreton Health	<ul style="list-style-type: none"> WMH would like to see more sustainable travel options for hospital staff, visitors and patients Public Transport is important for hospital patients (especially for clinics and mental health clinics) New satellite hospital at South Ripley needs to be connected with public transport to avoid reliance on private vehicles and parking E-mobility has potential for hospital staff and visitors rather than patients; patients typically require front door access to facilities



STAKEHOLDER/FORUM	FEEDBACK
Murri Interagency	<ul style="list-style-type: none">• Access to alternative transport modes across the city are a challenge• Lack of transport options, limits many to driving and parking
Ipswich Community Panel	<ul style="list-style-type: none">• Desire to reduce on-street carparks with the exception of parking for people with disabilities, in favour of permanent or temporary active transport infrastructure• Quality and current state of footpaths is a factor that contributes to their choice of transport mode• Safety and amenity issues in Ipswich Central limit uptake of active and public transport modes• More bicycle parking / end of trip facilities within activity centres to encourage uptake of active modes• First / last mile transport options (e-scooters, ebikes) required in activity centres• Dedicated rideshare parking for pick-up /drop off

7 Conclusion

The themes and stakeholder insights identified in this report will help inform the framework of the PSAP and will be used in addition to existing parking policies within iGO. The PSAP will also need to align with the new transport policy setting set under an updated iGO which is planned to be released in mid-2024.



Part B - Community Engagement Report

iGO Parking Strategy and Action Plan

Date: January 2024

Branch: Infrastructure Strategy

Department: Asset and Infrastructure Services



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1 Executive Summary

The iGO Parking Strategy and Action Plan (PSAP) is currently being developed.

Community engagement for this project was segmented into two parts (Parts A & B) and ran in parallel with technical project activities between July 2022 to November 2023. This report provides a summary of the overall engagement process, outlines the objectives of the engagement and the results obtained.

Part B community engagement on the draft PSAP ran over a four-week period from **Tuesday 17 October 2023 to Tuesday 14th November 2023** and included a range of formats such as online meetings, social media, and wider public consultation through Council's 'Shape your Ipswich' online platform.

The themes and stakeholder insights identified in this report were used to inform the final PSAP, with a list of recommended changes also provided in this report.



2 Project Background

2.1 PSAP Project Overview

The iGO Parking Strategy and Action Plan (PSAP) is a key deliverable of iGO and has been developed to respond to the parking challenges facing the city and identifies key strategies and actions to be implemented over the coming years.

The PSAP project began in May 2022 and is now in *Project Phase 5 – Public Review*. This project phase includes Part B community engagement on the draft PSAP.

The next and final phase (Project Phase 6) commenced in late 2023 with the intent that the final PSAP will be submitted to the new Council for endorsement after the Local Government elections in March 2024.

The PSAP project phase overview is found in Table 1 below.

PROJECT PHASE	DELIVERABLES	CONSULTATION OVERVIEW	STATUS
1: Inception	N/A	N/A	Completed
2: Background and Context	PSAP Working Paper #1	Part A Community Engagement (refer to Appendix B)	Completed
3: Strategy Development	PSAP Working Paper #2	N/A	Completed
4: Identification of Actions	PSAP Working Paper #3 DRAFT iGO Parking Strategy and Action Plan	N/A	Completed
5: Public Review	N/A	Part B Community Engagement	Current
6: Finalisation	FINAL iGO Parking Strategy and Action Plan	N/A	Upcoming (<i>seeking endorsement post March 2024 LG elections</i>)

Table 1: PSAP Project Overview



3 Why we engaged

3.1 Engagement Purpose

The purpose of engagement for this part of the project was to garner community and stakeholder feedback on the draft PSAP.

3.2 Engagement Objectives

Part B Community Engagement aimed to:

- Seek community feedback on the draft Vision and Objectives
- Seek community feedback on the draft Parking Precincts and Parking User Priority Hierarchy
- Better understand the community's perception on the cost of parking
- Build community trust and confidence in council's decision-making abilities for sustainable transport planning and delivery.



4 Key Stakeholders

Several stakeholders that were previously engaged with in early project phases were re-engaged as part of the Part B community engagement. A list of stakeholders and their level of input for this engagement stage is shown in red below in Table 2.

Stakeholder	Engagement through PSAP Project (Part A) (Aug-Nov 2022)	Engagement through PSAP Project (Part B) (Oct-Nov 2023)	Indirect engagement on parking through the iGO Major Review	Indirect engagement through the Parking Pricing Strategy (Dec 2019-Jan 2020)
Ipswich Community	Engagement through SYI	Engagement through SYI	Engagement through SYI and pop-up sessions	Engagement through SYI
West Moreton Health	IM	OM	IM	IM
Ramsay Health Care	IM	NR		
Ipswich Community Panel	IM		IM	
Greater Springfield Chamber of Commerce	IM	NR		
Ipswich Chamber of Commerce	IM	NR		
Qld Disability Network			OM	
Qld Motorcycle Council			OM	
Murri Interagency			IM	
UniSQ	IM	NR	OM	
TAFE Qld	IM	NR		

Table 2: Engagement Stakeholders

*IM = In-person meeting

*OM = Online meeting

*NR = No response



5 Engagement Methodology

5.1 Shape your Ipswich

The Ipswich community had the opportunity to provide their feedback on the draft PSAP through the SYI online survey. The SYI page was active for a four-week period between the 17 October and 14 November 2023.

Content on the SYI page included the following:

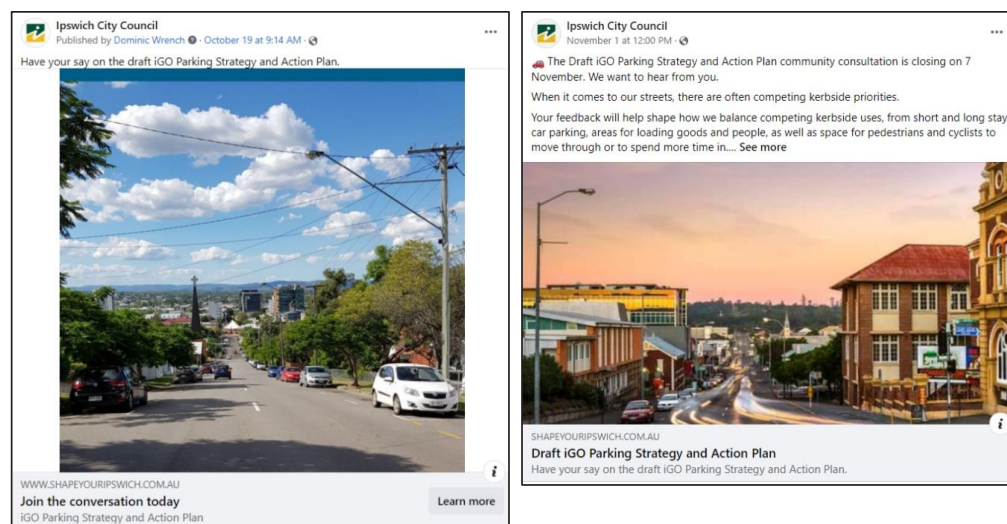
- Frequently Asked Questions
 - Explaining the difference between a demand management approach to parking (Council's preference) as opposed to a demand satisfaction approach to parking
 - The role and use of the draft iGO PSAP
 - Reasons why can't just create more car parks
 - Relationship between the PSAP and *iGO – City of Ipswich Transport Plan*
 - The cost to build multi-level carparking in a city centre environment
 - Importance of managing the kerbside
- Quick Poll
 - Seeking input on preferences on the design of city centre streets (i.e. do respondents prefer centres that prioritise cars or prioritise vehicles?).
- Survey
 - Support or non-support of the draft PSAP vision and objectives
 - Community Perception of Parking Infrastructure Costs
 - Support or non-support of the proposed changes made to Ipswich Medical Parking Precinct and new precincts within Springfield Central
 - Parking Precinct names within Springfield Central

There was also the ability on the SYI page to provide a written submission on the draft PSAP. Three (3) formal submissions on the draft PSAP were received through the SYI platform.

5.2 Social Media

Two separate social media posts on 19 October 2023 and 1 November 2023 were released as a way of redirecting people to the Shape you Ipswich page (Figures 1 & 2 below).

The social media posts resulted in over 1200 clicks and 65 individual comments on Facebook.



Figures 1 & 2: Extract of Social Media Posts

5.3 Ipswich First

An Ipswich First article was released on 19 October 2023 and was used in a way to re-direct people to the Shape your Ipswich page (Figure 3 below).



Figure 3: Extract of Ipswich First Article



5.4 Online meeting with West Moreton Health

An online meeting was arranged with West Moreton Health (WMH) on 1 November 2023 to discuss the proposed changes to the Medical Parking Precinct.

WMH were generally supportive of the proposed changes to the Medical Parking Precinct noting the importance of the implementation of Action 4.1 – the preparation and implementation of parking precincts plans for precincts including the Medical Parking Precinct to try to address some of the mobility and parking challenges that the precinct experiences.



6 Engagement Outcomes

6.1 Shape your Ipswich Summary

The SYI page for the iGO PSAP project received 72 public submissions in total (from 62 unique contributors). The breakdown for contributions were:

- Long survey = 12 (16.7%)
- Short survey = 12 (16.7%)
- Quick poll = 45 (62.5%)
- Written Submissions = 3 (4.1%)

The outcomes of the community engagement were reviewed to identify common themes present across the stakeholders that were engaged. Table 3 below identifies the themes of the comments received as well as their frequency.

	Parking supply	Accessible Parking	Parking fees/costs	Public transport	Free Parking	Other	Technology	Loading Zones	Electric Vehicles	Cost of Living	Motorcycle Parking
SYI only	7	6	5	5	3	3	2	2	1	1	1
Social Media + SYI	21	9	15	8	11	15	5	3	1	1	1

Table 3: Engagement Themes

6.2 City Centre Streets

A quick poll question was included on the SYI home page and was used to gauge community sentiment on how they would like to see their city centres streets evolve. Two options supported with graphics (refer to Figure 4 page-over) formed part of the quick poll, one illustrating a city centre prioritising the car, the other prioritising people.

Out of the 45 respondents who answered the quick poll, 27 respondents (60% of respondents) preferred the image whereby people were prioritised over cars.

This sentiment aligns with the findings from the Part A engagement from the iGO Major Review Project whereby the majority of respondents indicated that space in our urban centres should be prioritised for people over cars.



Figure 4: Prioritising Cars (left) vs Prioritising People (right)

6.3 Vision and Objectives

The SYI long survey included a question seeking community sentiment on the draft Vision and draft Objectives for the PSAP.

Feedback on the draft Vision and Objectives was mixed. Of the 12 contributors who responded to the SYI survey question on draft vision, 75% agreed with or were neutral on the draft vision statement that was presented (below in bold and italics).

“A safe, accessible and integrated parking system that is managed to support the local economy, sustainable transport and desired land use outcomes”

Feedback on Objectives 2 and 3 (Figure 5 below) was generally negative as they dealt with parking management items such as enforcement, parking technology and pricing. The negative feedback received was not unexpected given the sensitivity of these topics.

Objective 2: New and emerging parking technologies and techniques improve enforcement, data collection and customer experience	Objective 3: Parking is regulated, priced and managed in a way that supports the shift toward sustainable modes of transport
---	---

Figure 5: Draft Objectives 2 & 3

Whilst feedback by the two Objectives was generally negative, it is recommended that these Objectives remain in place due to the following reasons:

- **Objective 2**
 - A parking management regime can only be successful with effective enforcement. If proper enforcement does not occur there will be miss-use of the finite parking supply that we do have, particularly in our activity centres, meaning that finding a car parking space will only get more difficult



- Many other jurisdictions such as the City of Gold Coast have moved towards app-based parking systems and have a greater emphasis on improving customer experience
- Technological improvements could allow for future consideration of new parking information/guidance and wayfinding solutions
- **Objective 3**
 - Aligns with the broader iGO-City of Ipswich Transport Plan intent to shift mode share towards sustainable modes such as public transport, walking and cycling
 - The implementation of the Parking User Priority Hierarchy is a mechanism that will be used to prioritise finite kerbside space for sustainable modes above traditional car-parking, where appropriate
 - Decision-making on pricing and time restrictions on car parking to remain being influenced by the Parking Pricing Guideline which provides recommended interventions based on parking occupancy levels

6.4 Community Perception of Parking Infrastructure Costs

The following question was included in the SYI long survey:

“On average, how much do you think a multi-storey Ipswich Central car park would cost per parking space?”

The majority of respondents to the survey underestimated the costs to provide a multi-storey parking facility in Ipswich Central, with the answer highlighted below in red. Whilst the number of respondents was not large (12 respondents only), it might be an insight that the cost to provide infrastructure is not really a factor that is considered by the broader community.

Answer choices	Percent
\$1,000 - \$5,000 per parking space	41.67%
\$7,000 - \$15,000 per parking space	16.67%
\$18,000 - \$25,000 per parking space	8.33%
\$28,000 - \$35,000 per parking space	25.00%
\$40,000 - \$50,000 per parking space	8.33%
Total	100.00%

Figure 6: Survey Question 5 Results



6.5 Parking Precincts and Parking User Priority Hierarchies

Medical Precinct

The SYI long survey sought input on the realigned Ipswich Central Medical Parking Precinct and Parking User Priority Hierarchy.

Approximately 32% of all written feedback (i.e. a response from the SYI survey, or through a written submission) referred to the medical precinct in Ipswich Central. The feedback received for the Medical Precinct largely aligned with the themes of ‘accessible parking’ and ‘parking supply’ or the lack thereof.

Some of the key changes being proposed for the Medical Parking Precinct were the following:

- Long-stay parking to be located at off-street parking facilities, as opposed to being located on-street
- Accessible parking to be conveniently located
- Opportunities for micromobility docking stations and EV charging in the kerbside
- New Limestone Parking Precinct (located South of the Medical Parking Precinct) is to cater for parking overspill with long-stay on-street parking permissible.

Springfield Town Centre

The SYI long survey sought input on the Springfield Town Centre Parking Precincts and Parking User Priority Hierarchies.

Very little feedback was received with regards to the Springfield Town Centre, outside of the survey questions seeking public feedback on the Precinct names.

Based on community input, the names of the Springfield Town Centre Parking Precincts have been recommended to change to the names identified in Table 4 (below).

Precinct	Previous precinct name	Proposed precinct name
Red	Health	<i>Mater</i>
Blue	Education	<i>Hillside</i>
Purple	Idea City	<i>Mountain Creek</i>
Orange	The Exchange	<i>Boulevard</i>

Table 4: Draft Springfield Town Centre Parking Precinct names (left – prior to community engagement; right – post community engagement)



Figure 7: Draft Springfield Town Centre Parking Precinct names (left – prior to community engagement; right – post community engagement)

7 Recommendations for the Final iGO PSAP

Based on internal feedback and external community feedback, the following changes to the PSAP have been recommended below in Table 5:

Table 5: Recommended changes to the final iGO PSAP

Recommended Changes	Reasoning
Rename the iGO Parking Strategy and Action Plan to the 'iGO Parking Action Plan'	Change made to provide consistency to corporate document hierarchy.
Parking User Priority Hierarchy to be renamed as 'Kerbside User Priority Hierarchy'	The purpose of the parking user priority hierarchy (PUPH) is to manage the kerbside space. There is currently the confusion that the PUPH applies to all parking areas within a given Precinct. This is not the case, as it doesn't apply to off-street parking areas. The name change clarifies that the purpose of the tool is to manage the kerbside.
Confirmation of name changes associated with the proposed Springfield Town Centre Parking Precincts	Draft parking precinct names within the Springfield Town Centre were originally aligned with their respective precinct names identified within the Town Centre Concept Plan. Four of these precinct names have been renamed based on survey responses; 'The Exchange' to be renamed 'Boulevard'; 'Idea City' to be renamed 'Mountain Creek'; 'Medical' to be renamed 'Mater' to avoid confusion with the Ipswich Central Medical Precinct; and 'Education' to be renamed 'Hillside' to avoid confusion with the University precinct.
Inclusion of the sports fields in the Springfield Town Centre within the Parking Precinct framework	Currently the sports field car parks in the Springfield Town Centre are not within a designated precinct but cater for a diverse range of activities (recreation, education, commuter parking etc). The sports fields could form a standalone precinct or form part of the proposed 'Hillside' or 'Mater' parking precincts, depending on the management intent.
Potential action to investigate the feasibility for an Ipswich Central shuttle bus to assist with mobility to key landmarks and peripheral parking areas	Existing action exists in <i>iGO-City of Ipswich Transport Plan</i> and the 2011 Ipswich City Centre Parking Strategy. Suggestion also came from a member of the public.
Potential action to investigate flexible kerbside uses including shared on/off peak zones.	Suggestion came from a member of the public. This is an action which the City of Gold Coast Council are also investigating.



8 Conclusion

A four-week community engagement period on the draft PSAP has now concluded. Community engagement included the use of a range of mediums such as online meetings, social media, and wider public consultation through Council's 'Shape your Ipswich' online platform.

The stakeholder feedback received as part of the Part B community engagement phase will be used to refine the final Parking Action Plan (PAP).

The Final PAP will be submitted to the new Council for endorsement after the Local Government elections in 2024.