



COUNCIL MEETING

ATTACHMENTS UNDER SEPARATE COVER

7.00 PM, TUESDAY 15 MAY 2018

Waverley Council
PO Box 9
Bondi Junction NSW 1355
DX 12006 Bondi Junction
Tel. 9083 8000
E-mail: info@waverley.nsw.gov.au

COUNCIL MEETING

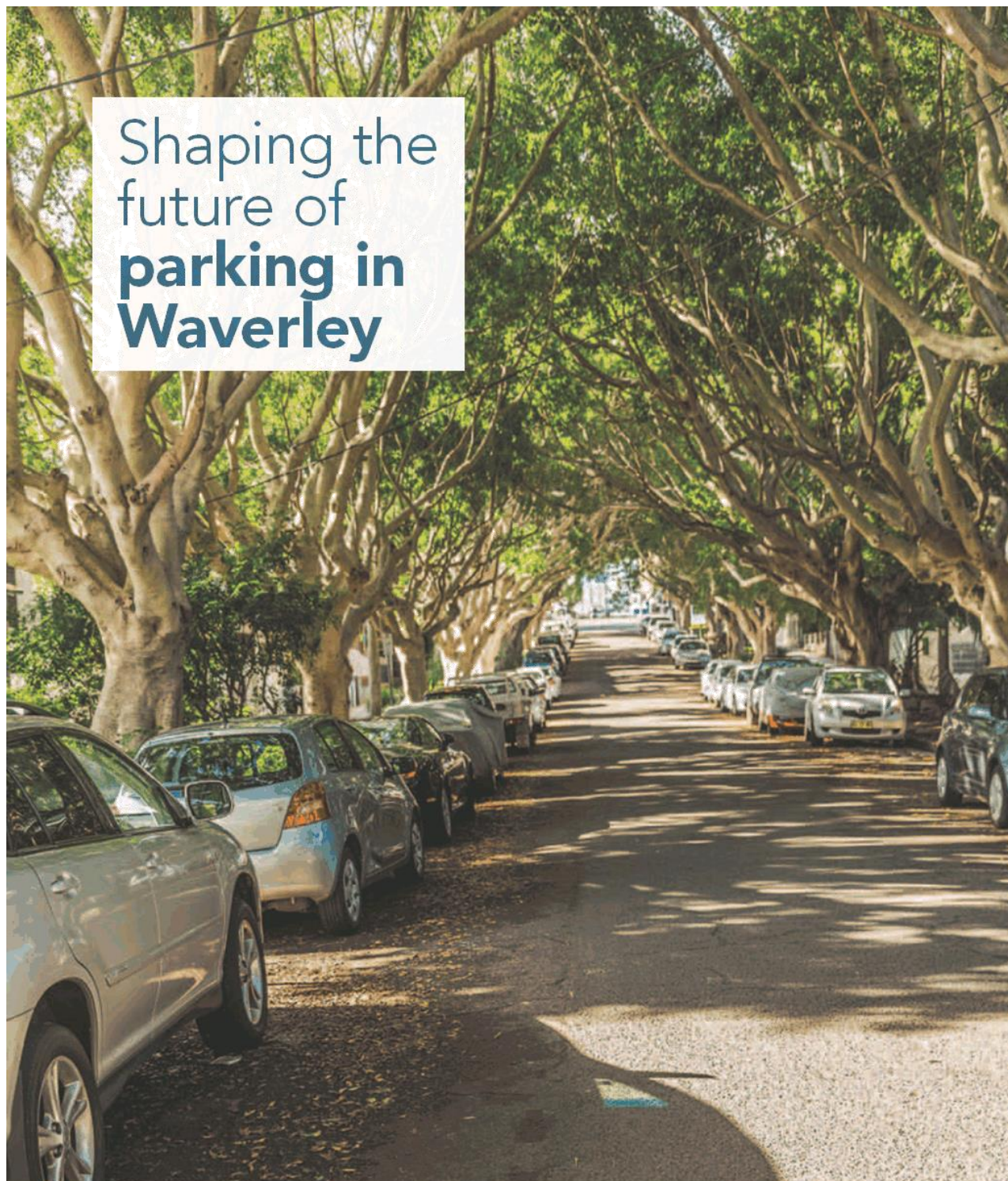
Tuesday, 15 May 2018

ATTACHMENTS UNDER SEPARATE COVER

CM/7.3/18.05 Parking Review - Results of Community Consultation

1 Parking Proposal Information Guide2

2 Action Market Research - Community Consultation Results22



Shaping the future of **parking in Waverley**

WAVERLEY
COMMUNITY
**PARKING
PROPOSALS**
INFORMATION
GUIDE



CONTENTS

Mayor's message	1
What we currently do	2
Parking Initiatives - Cost Analysis	4
Proposal 1: Removal of the First Residential Parking Permit Fee	6
Proposal 2: Providing a free Beach Parking Permit for residents	8
Proposal 3: Turning off meters in Bondi Junction at 6pm daily, year-round	10
Proposal 4: Turning off meters in Bondi Beach at 7pm daily, year-round	12
Proposal 5: 15 minute free parking in metered zones	14
Proposal 6: 15 minute 'drop in' zones near/in local shopping strips	16



MAYOR'S MESSAGE

Waverley Council's system of parking permits and fees has been a constant cause of concern for residents and businesses for a number of years.



Some residents and businesses believe they are adversely impacted by Council's parking policies, others hold the view that Waverley is becoming too dependent on revenue from parking meters and permits.

Council has decided to do something about it. I have put forward a set of proposals to overhaul Waverley's parking fees and permits schemes.

We are now taking this proposal to the community for feedback. We want to know what you think about each of the six proposals and whether you support their introduction.

Council officers have compiled a consultation paper identifying the costs, key benefits and implications for each proposal.

This is the time to have your say. I urge all residents and businesses to take part in the community consultation and have your voices heard. Depending on the outcome of the community consultation, some recalibration of our finances may be required.

Your feedback will inform Council's decision on whether to adopt any, all, or some of the proposals.

Please take the time to consider the issues.

John Wakefield
Mayor of Waverley

THE SIX PROPOSALS ARE:

- 1** Removing the fee for the first residential parking permit.
- 2** Providing a free beach parking permit for residents.
- 3** Turning off all parking meters in Bondi Junction after 6pm.
- 4** Turning off all parking meters in Bondi Beach after 7pm.
- 5** 15-minute free parking in meter zone.
- 6** 15-minutes free "drop in" zones near/in local shopping strips.

WHAT WE CURRENTLY DO



RESIDENTIAL PARKING SCHEME

- Residential Parking Schemes (RPS) operate in parts of Waverley including Bondi Junction, Bondi Beach, Bronte, Charing Cross, Queens Park and Tamarama.
- RPS areas offer unrestricted parking to vehicles displaying a valid parking permit for the designated RPS area.
- Residents who reside within an RPS area can apply for a Residential Parking Permit for their own vehicle.
- Various permit types, including carer, tradesperson or visitor, are available to residents who reside within an RPS area.
- 5,892 Residential Permits sold in 2016/17.



PARKING METERS

- We have 291 parking meters in commercial and residential areas and at our beaches to help manage the demand for parking.
- Parking meter rates vary across the Waverley area depending on the time and location.
- We received \$10.82 million in revenue from parking meters in 2016/17, this can be broken further into areas:
 - Bondi – \$8.47m
 - Bondi Junction – \$1.86m
 - Bronte – \$490,000



CAR OWNERSHIP IN WAVERLEY

- There are over 38,000 registered vehicles in Waverley.
- That equates to 1.1 cars per household in Waverley.
- Nine out of ten residents surveyed as part of our People, Movement and Places Strategy have said they would consider switching car travel to other transport if more options were available.
- Of those surveyed the main reason given for driving a private vehicle was the perceived travel time.
- The six proposals are not expected to have an impact on car ownership in Waverley.



CAR SHARING IN WAVERLEY

- Approximately 10,500 residents are registered members of car share companies.
- There are currently 200 share cars in the Waverley area in designated parking spaces.
- Research shows that car share members tend not to buy a car or a second car.
- The average share car takes about 12 private vehicles off the street.
- In 2016/17 we received \$16,000 from permit revenue for share cars.
- Feedback from the community in our People, Movement and Places Strategy showed strong support for share cars.
- The six proposals are not expected to have an impact on car sharing in the Waverley area.

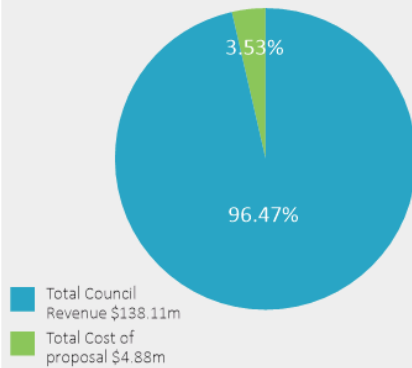
4

PARKING INITIATIVES – COST ANALYSIS

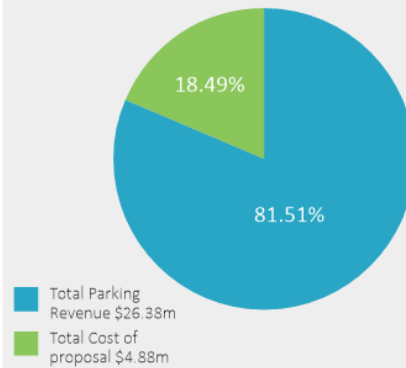
Proposal	Direct Cost	Indirect Costs	Total Cost	% of Parking Revenue \$26,380,000	% of Total Council Revenue \$138,106,000	Unrecovered Costs
1. Removal of the fee for the first parking permit <i>*Based on 4,300 permits at current fee</i>	\$204,000		\$204,000	0.77%	0.15%	\$86,000
2. Providing a free Beach parking permit for residents <i>*Based on 6,241 permits at current fee</i>	\$775,000	\$200,900	\$975,900	3.69%	0.71%	\$124,800
3. All meters in Bondi Junction turned off after 6.00pm <i>*Based on 2016/17 income</i>	\$275,000	\$280,000	\$555,000	2.10%	0.40%	\$12,000
4. All meters in Bondi Beach turned off after 7.00pm <i>*Based on 2016/17 income</i>	\$1,206,000	\$122,000	\$1,328,000	5.03%	0.96%	\$25,000
5. 15 Minute free parking metered zone <i>*10% reduction in meter revenue for all 291 meters</i>	\$1,082,000		\$1,082,000	4.10%	0.78%	\$41,000
6. 15 minute free "drop in" zones near/in local shopping strips <i>*Based on 100 spaces</i>	\$731,600		\$731,600	2.77%	0.53%	\$295 per meter, \$100 per sign
TOTAL	\$4,273,600	\$602,900	\$4,876,500	18.49%	3.53%	

- Direct costs include loss of permit and/or meter revenue
- Indirect costs include loss of infringement and/or parking meter revenue
- Unrecovered costs include administration processing costs and/or one off costs for the reprogramming of parking meters and replacing signage

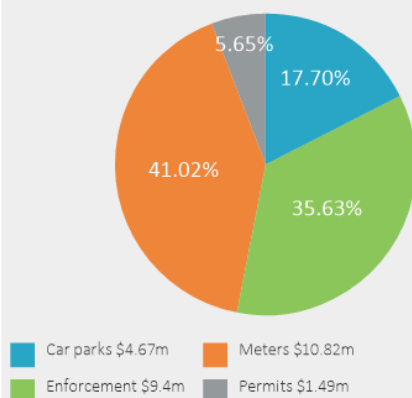
Cost of all Proposals vs
Total Income Revenue



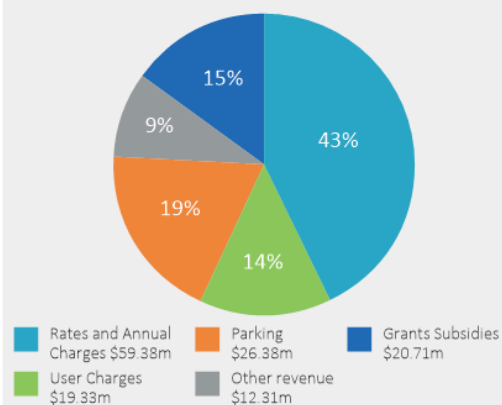
Cost of all Proposals vs
Parking Revenue



Total Parking Revenue



Total Council Revenue



EFFECT ON SERVICE PROVISION

- Should some or all of the proposals be introduced the impact to the Operational Budget for future years and the Long Term Financial Plan will need to be included as part of the annual budget review process with relevant savings identified.
- As part of an ongoing review of the budget process Council officers have been looking at options to increase Council's income and reduce expenditure.

TIMEFRAMES AND IMPLEMENTATION

- Changes to parking permit fees (including the removal of fees) require a 28 day period of public exhibition after which the changes could be implemented immediately.
- Changes to meter operation times requires the approval of the Traffic Committee and a minimum of six weeks installation time to update meters and signage.
- 15 minutes free parking may require a 28 day period of public exhibition depending on how the change is implemented. 15 minutes free parking and 15 minutes drop in zones require the approval of the Traffic Committee and a minimum of six weeks installation time to update meters and signage.

6

PROPOSAL 1

REMOVAL OF THE FIRST RESIDENTIAL PARKING PERMIT FEE

- 4,300 first Residential Parking Permits sold in 2016/17.
- Impact on permit revenue is approx. **\$204,000** based on 2017/18 fees.
- No changes required to signage or permits so no one off costs.
- The cost of processing first Residential Parking Permits is approximately **\$86,000** per year (\$20 per permit).

- Residential Parking Schemes (RPS) operate in parts of Waverley including Bondi Junction, Bondi Beach, Bronte, Charing Cross, Queens Park and Tamarama. RPS Area Maps are located on our website at www.waverley.nsw.gov.au/residents/parking/resident_parking_schemes
- RPS areas offer unlimited parking to residents who display a Residential Parking Permit for their designated area, exempting them from time restrictions and meter payments.
- Residents who reside within an RPS area can apply for a Residential Parking Permit where they have a vehicle registered in their name to their Waverley address. If there are no other current permits at the property and no access to off-street parking then they can receive a permit at the first permit price, currently \$45 for 12 months (\$30 concession).
- There are no fee changes proposed for other types of Residential Parking Permits, including 2nd and 3rd Residential permits, visitor permits and tradesperson permits, apart from the annual CPI adjustments.

Permit type	Current fee	Proposed fee
1st Residential Permit	\$45 (\$30 concession)	Free
2nd Residential Permit	\$135	\$140 with CPI adjustment*
3rd Residential Permit	\$205	\$215 with CPI adjustment*
Motorcycle/ Scooter residential permit	\$30	Free

*Annual CPI increases unrelated to the parking proposals

Residents with a garage or off-street car space:

- Residents with an off-street car space are not eligible for a first Residential Parking Permit so are therefore not eligible for the free permit.
- The criteria for properties with an off-street car space will not change, with residents required to submit a registration for the vehicle in the car space and, if eligible, to pay the higher second permit fee.

THE TOTAL ESTIMATED DIRECT AND INDIRECT COST FOR THE REMOVAL OF THE FEE FOR THE FIRST RESIDENTIAL PARKING PERMIT IS APPROXIMATELY **\$204,000 PER ANNUM**

WHAT DOES THIS CHANGE MEAN FOR LOCAL BUSINESSES?

- The removal of the fee for the first Residential Parking Permit is not expected to impact local businesses.

WHAT DOES THIS CHANGE MEAN FOR RESIDENTS?

- Residents currently eligible for a first Residential Parking Permit will be eligible for a free permit.
- Will benefit residents who reside in RPS areas and who are required to purchase a permit for their primary vehicle.
- Permits purchased prior to the removal of the permit fee will not be eligible for refund.

BENEFITS

- 73% of existing resident permit holders will be eligible for a free permit.

IMPLICATIONS

- No impact on parking turnover expected.
- Community expectations regarding the patrol of RPS areas is not expected to change.
- Administration and permit processing costs will not change (will be absorbed by Council).
- No increase in permits expected and, therefore, no impact on inflow and traffic movement.
- Impact on the availability of resident parking is expected to be minimal.

8

PROPOSAL 2

PROVIDING A FREE BEACH PARKING PERMIT FOR RESIDENTS

- In 2016/17 there were **6,241** resident Beach Parking Permits sold.
- The impact on permit revenue in 2017/18 is estimated at **\$775,000**.
- Changes may result in a decrease in infringement and parking meter revenue in the permit areas of Bondi Beach and Bronte Beach due an increase in permit parking:
 - 10% reduction in infringement revenue is **\$9,900**
 - 10% reduction in meter revenue is **\$191,000**
- No changes required to signage or permits so no one off costs.
- The cost of processing first residents Beach Parking Permits is **\$124,800** per year (\$20 per permit).

- Waverley residents and ratepayers can apply for a Beach Parking Permit providing them with unlimited parking in Queen Elizabeth Drive (QED) and Park Drive North (PDN) at Bondi Beach and in Bronte Cutting at Bronte Beach, currently \$130 for 12 months (\$96 concession).
- There are 433 beach parking spaces where these permits can be used:
 - 293 bays in Queen Elizabeth Drive and Park Drive North
 - 140 bays in Bronte Cutting
- This proposal is to make the Beach Parking Permit for residents and ratepayers free of charge.
- Customers who do not reside or own property in the Waverley area can purchase a beach permit at the non-resident rate (currently \$1620 for 12 months), there are no plans to remove or reduce the non-resident fee.

Permit type	Current fee	Proposed fee
Beach Permit – Resident/Ratepayer	\$130 (\$96 concession)	Free
Beach Permit – Non-Resident	\$1620	\$1660 with CPI adjustment*

*Annual CPI increases unrelated to the parking proposals



THE TOTAL ESTIMATED DIRECT AND INDIRECT COST FOR THE REMOVAL OF THE FEE FOR THE BEACH PARKING PERMIT FOR RESIDENTS IS APPROXIMATELY **\$975,900 PER ANNUM**

WHAT DOES THIS CHANGE MEAN FOR RESIDENTS?

- Residents with a valid Beach Parking Permit can park for an unlimited time in the permit areas of Bondi Beach and Bronte Cutting for free.
- Should the number of Beach Parking Permits increase residents may see a marginal reduction in available parking at Bronte Beach and Bondi Beach.
- Permits purchased prior to the removal of the permit fee will not be eligible for refund.

BENEFITS

- All Waverley residents and ratepayers will be eligible for a free Beach Parking Permit.
- Residents with a valid Beach Parking Permit can park for an unlimited time in the permit areas of Bondi Beach and Bronte Cutting for free.

WHAT DOES THIS CHANGE MEAN FOR LOCAL BUSINESSES?

- Free Beach Parking Permits for residents may see a marginal reduction in available beach parking for tourists, particularly in the Summer, however it may encourage local visitors.

IMPLICATIONS

Free Beach Parking Permits for residents could result in an increase in permits. This could have the following implications:

- A marginal reduction in available parking at Bronte Beach and Bondi Beach for both residents and visitors and less turnover of parking spaces.
- Potential for beach parking to be used as commuter parking by residents.
- Potential slight increase in traffic congestion at Bondi Beach with cars circulating to find parking in the 293 bays.

10

PROPOSAL 3

TURNING OFF METERS IN BONDI JUNCTION AT 6PM DAILY, YEAR-ROUND

- Switching off meters in Bondi Junction at 6pm will reduce revenue by over **\$275,000** based on 2016/17 fees.
- Impact on infringement income after 6pm is approx. **\$280,000** per year.
- Additional one-off costs for reprogramming parking meters and replacing signage are approximately **\$12,000**.

There are 85 meters in Bondi Junction serving 635 parking spaces. Of this total 19 parking meters and 146 spaces are located in streets where a Residential Parking Permit can be used.

Current hours of operation are 8am to 9pm in Bondi Junction with some meters switching off at 7pm, e.g. Oxford Street, Bronte Road and Ruthven Street.



Waverley Community Parking Proposals – Information Guide

THE TOTAL ESTIMATED DIRECT AND INDIRECT COST OF SWITCHING OFF THE METERS IN BONDI JUNCTION FROM 6PM IS APPROXIMATELY **\$555,000** PER ANNUM

WHAT DOES THIS CHANGE MEAN FOR RESIDENTS?

- Family and friends of residents can park in metered areas in the evenings without charge.
- Expected increase in available parking for residents in non-metered RPS areas as visitors are encouraged to park in free metered spaces instead of residential streets.
- Available parking for residents with a Residential Parking Permit may decrease after 6pm in metered streets in RPS areas.

WHAT DOES THIS CHANGE MEAN FOR LOCAL BUSINESSES?

- Residents and visitors may be encouraged to visit the commercial hub in the evenings and to stay longer.

BENEFITS

- Residents and visitors can park in metered areas in Bondi Junction in the evenings without charge.
- Visitors encouraged to park in metered spaces closer to retail areas instead of looking for untimed/free parking in residential streets.

IMPLICATIONS

- Potential decrease in available resident parking in metered spaces within RPS areas after 6pm.
- Expected minimal increase in traffic circulation in the commercial streets.
- Expected minimal increase in visitor vehicles and less turnover in metered areas after 6pm.

12

PROPOSAL 4

TURNING OFF METERS IN BONDI BEACH AT 7PM DAILY, YEAR-ROUND

- Switching off the meters in Bondi Beach at 7pm will reduce revenue by over **\$1.2 million**, including the beach front areas of Queen Elizabeth Drive and Park Drive North based on 2016/17 fees.
- Impact on infringement income after 7pm is approximately **\$122,000**, including Queen Elizabeth Drive and Park Drive North.
- Additional one-off costs for reprogramming parking meters and replacing signage are about **\$25,000**.

There are 166 meters and 1479 parking spaces located in Bondi Beach, including the beach front areas of Queen Elizabeth Drive (QED) and Park Drive North (PDN). Of this total 80 parking meters and 750 spaces are located in streets where a Residential Parking Permit can be used.

Current hours of operation are 8am to 10pm in Bondi Beach with some meters switching off at 9pm, e.g. Gould Street and Hall Street (11pm in Ramsgate Avenue).

Current hours of operation in the beach permit area of Queen Elizabeth Drive and Park Drive North are 8am to 10pm (Summer) and 8am to 7pm (Winter).



THE TOTAL ESTIMATED DIRECT AND INDIRECT COST OF TURNING OFF THE METERS IN BONDI BEACH FROM 7PM, IS APPROXIMATELY **\$1.328 MILLION** PER ANNUM

WHAT DOES THIS CHANGE MEAN FOR RESIDENTS?

- Family and friends of residents can park in metered areas in the evenings without charge.
- Available parking for residents with a Residential Parking Permit may decrease after 7pm in metered streets within RPS areas.

WHAT DOES THIS CHANGE MEAN FOR LOCAL BUSINESSES?

- Residents and visitors may be encouraged to visit the commercial hub in the evenings and to stay longer.

BENEFITS

- Residents and visitors to Bondi Beach can park in metered areas in the evenings without charge.
- Expected increase in available parking after 7pm in non-metered RPS areas with visitors encouraged to park in free metered spaces instead of residential streets.

IMPLICATIONS

- Expected minimal increase in visitor vehicles and less turnover in metered areas after 7pm.
- Potential increase in traffic circulation within commercial streets and adjoining RPS areas.

PROPOSAL 5

15 MINUTE FREE PARKING IN METERED ZONES

- The City of Sydney Council offers 15 minutes free parking in spaces serviced by 120 parking meters (out of a total of 1400 meters) and has seen a 10% reduction in meter revenue in the zones offering 15 minutes free parking.
- Using the City of Sydney model as an example it is estimated that annual meter revenue will reduce by approximately 10% following the introduction of 15 minute free parking.
- Based on \$10.82 million in meter income in 2016/17, 10% reduction in revenue is **\$1.082 million**.
- The impact on infringement revenue is unknown.
- Additional one-off costs for reprogramming parking meters and replacing signage are about **\$41,000**.

Council has 291 parking meters in commercial and residential areas and at its beaches to help manage the demand for parking.

Some Council areas offer 15 Minute free parking in metered spaces. This can work in different ways:

Option 1	Option 2	Option 3
Motorists display a ticket and leave the area after 15 minutes	Motorists purchase a ticket for the time permitted and the first 15 minutes is free	No ticket is displayed for the first 15 minutes, a full ticket is purchased for any time after this
Paid tickets for longer do not get the 15 minute free period	No free 15 minute only period	

Feedback has been gathered from other Councils who have implemented free 15 minutes parking in metered areas.



THE ESTIMATED DIRECT AND INDIRECT
COST OF INTRODUCING 15 MINUTE
PARKING TO ALL 291 PARKING
METERS IS APPROXIMATELY
\$1.082 MILLION PER ANNUM

15

WHAT DOES THIS CHANGE MEAN FOR RESIDENTS?

- Residents have a free safe area for drop off and pick up of friends and family.
- Provides free parking for quick trips, e.g. grabbing a coffee or picking up dry cleaning.
- Minimal impact on availability of metered parking in RPS areas for residents with a Residential Parking Permit.

BENEFITS

- Can be used for loading and unloading from vehicles.
- Provides a safe area suitable for pick up and drop off of friends and family.
- Provides free parking for quick trips.

WHAT DOES THIS CHANGE MEAN FOR LOCAL BUSINESSES?

- Improves access to businesses that require quick customer turnover.
- Misuse and reprinting of tickets can minimise accessibility.

IMPLICATIONS

- Potential for motorists and businesses to print multiple free tickets rather than moving their cars leading to minimal turnover.
- Difficult to enforce as officers cannot check all vehicles after 15 minutes.
- Encourages users to drive short distances which they would otherwise walk thereby increasing traffic circulation.
- Can lead to confusion on how the free period works in conjunction with other restrictions and signage.

16

PROPOSAL 6

15 MINUTE 'DROP IN' ZONES NEAR/IN LOCAL SHOPPING STRIPS

- Designated drop in spaces require the removal of parking meters. The decrease in meter revenue is dependent on the number of spaces converted into 15 minute zones.

- Average revenue per metered space per year (FY 16/17):

Location	Revenue per space
Bondi Beach	\$4,387 per space
Bondi Junction	\$2,929 per space

- Number of spaces converted to 15 minute 'drop in' zones:

Location	Metered Spaces	Costs
Bondi Beach	10 metered spaces	Approx. \$43,870
	100 metered spaces	Approx. \$438,700
Bondi Junction	10 metered spaces	Approx. \$29,290
	100 metered spaces	Approx. \$292,900

- Minimal one-off infrastructure costs for removal of parking meters and changes to signage, approximately \$295 per meter and \$100 per sign.
- Impact on infringement revenue difficult to estimate but there may be a slight increase due to the enforcement of 15 minute parking restrictions.

This proposal would see parking meters removed in selected areas to create designated 'drop in' zones, allowing vehicles to park for a maximum of 15 minutes close to commercial hubs.

Feedback has been gathered from other Councils who have implemented free 15 minute 'drop in' zones.

THE TOTAL ESTIMATED DIRECT AND INDIRECT COST OF INTRODUCING FREE 15 MINUTE DROP IN ZONES IS – **\$73,160** FOR 10 SPACES IN BOTH BONDI BEACH AND BONDI JUNCTION OR **\$731,600** FOR 100 SPACES IN BOTH BONDI BEACH AND BONDI JUNCTION PER ANNUM

WHAT DOES THIS CHANGE MEAN FOR RESIDENTS?

- Residents have free easy parking for quick trips, e.g. grabbing a coffee or picking up dry cleaning.
- Residents have a free safe area for drop off and pick up of friends and family.

WHAT DOES THIS CHANGE MEAN FOR LOCAL BUSINESSES?

- Improves access to businesses that require quick customer turnover.

BENEFITS

- Provides free parking for quick trips.
- Can be used for loading and unloading from vehicles
- Provides a safe area suitable for pick up and drop off of friends and family.
- Drop in zones can be implemented with minimal infrastructure changes and costs.
- Designated spaces can be effectively patrolled thereby encouraging turnover.

IMPLICATIONS

- May encourage users to drive short distances which they would otherwise walk.
- Potential increase in traffic circulation with motorists searching for vacant free parking.



To submit your response head to:
haveyoursaywaverley.com.au



Shaping the Future of Parking In Waverley Review Final Research Results

Prepared for: Waverley Council

Prepared by: Luke Sexton and Dr Nicola Pitt

Reference: WC0001 27 April 2018

www.actionresearch.com.au



Chapters in this report



- A** **INTRO, METHODOLOGY AND SAMPLE SIZE (INC DEMOGRAPHICS)**
- B** **ATTITUDES TO PARKING PRIOR TO PROPOSED CHANGES**
- C** **EACH CHANGE IN DETAIL**
- D** **PROPOSED CHANGES SUMMARY, PROPOSAL MIX AND RANK**
- E** **HOW TO FUND, OTHER FUNDING/IMPROVEMENT SUGGESTIONS**

**action
market
research**



A

Introduction, Methodology and Sample Size (inc demographics)

3

Introduction



Action Market Research was commissioned by Waverley Council in March 2018 to undertake research to consider the community's response to the proposed parking changes put forth at the Council meetings held between October 2017 and February 2018. The results of this research are intended to help Council decide which of the proposed parking changes are most supported by the community (as well as to identify which of those are not).



Methodology



Data collection was undertaken utilising a telephone and online survey approach. The in-scope population for the survey was Waverley Council residents aged 18 years and over.

The online survey component was hosted and managed internally, and promoted via the Waverley Council website, resulting in a total of 244 usable completed interviews.

The telephone component used a dual-frame methodology (i.e. a sample design that utilises both landline and mobile phone telephone numbers), which resulted in a total of 500 interviews being completed. The dual-frame sampling methodology enabled the interviews to be as inclusive as possible of the Waverley Council population, enabling the inclusion of those who reside in mobile-only households, households where both a landline and mobile are used, and landline-only households. Respondents for the landline component were selected on the 'youngest person at home' method, and respondents who answered their mobile number were considered in-scope. Quotas on age, gender and ward were applied to the telephone methodology to ensure a representative outcome was achieved.

Interviewing took place from April 4th – 26th 2018. The average interview length was 20 minutes and 28 seconds. A total of 744 interviews were completed, which provides an accuracy level of +/- 3.58% for these results at 95% confidence (in 95 out of 100 surveys, we would expect the result to be within +/- 3.58%, so we can be 95% confident the 'true' result lies within this range.)

Data has been analysed using SPSS, Excel and OfficeReports tabulation package.

Some of the data has been expressed using the median response. Median, also referred to as the middle value, is the value separating the higher half of a data sample from the lower half.

5

Demographics 1



Total Sample Size	744
Confidence Interval at 95% Confidence Level	+/- 3.58%

Ward		
	Telephone (n=500)	Online (n=244)
Lawson	25%	25%
Waverley	25%	39%
Bondi	25%	28%
Hunter	25%	8%
Gender		
	Telephone (n=500)	Online (n=244)
Male	47.8%	40.6%
Female	52.0%	58.6%
Other	0.2%	0.8%

Age		
	Telephone (n=500)	Online (n=244)
18-24	8%	2%
25-34	29%	7%
35-44	22%	27%
45-54	15%	27%
55-64	10%	21%
65-74	8%	13%
75+	8%	3%

Employment status		
	Telephone (n=500)	Online (n=244)
University educated professional	62%	66%
White collar, not university educated	11%	9%
Qualified tradesperson	7%	2%
Blue collar, not trade qualified	2%	2%
Farmer / rural producer	0%	0%
Non-working household - not of retirement age	2%	1%
Non-working household - retired (pension or self-funded retiree)	7%	11%
Self employed	9%	9%

Demographics 2



Parking Permit, Meter and Car Park Usage	
Residential Parking Permit	28%
Beach Parking Permit	38%
Parking meters in Bondi Junction	56%
Parking meters in Bondi Beach	51%
Parking meters in Bronte	21%
Council car parks	49%
- East gate car park	85%
- Hollywood car park	15%
- Library car park	38%
None of these	12%

Most Common Form of Transport	
Car	62%
Motorcycle/Scooter	3%
Truck/Commercial vehicle	0%
Bike	3%
Share car	1%
Public transport	22%
Walk	8%
Other	0%

Demographics 3



Number of registered vehicles	
None	62%
One	3%
Two	0%
Three	3%
Four or more	1%
Average number of vehicles	1.5

Main language spoken at home	
English	94.5%
Other	5.5%

Household Status	
Single people living alone or sharing accommodation	17%
Couple who are married or living together with no children in the home	20%
Family as a couple or single parent with most children under 6 years	17%
Family as a couple or single parent with most children aged from 6-15 years	16%
Family as a couple or single parent with most children over 15 years and at least one still living at home	20%
Couple or single person in middle to late age groups with no children in the home	7%
Prefer not to say	2%

Length of time living in Waverley Council area	
Less than 5 years	15%
5-10 years	21%
11-20 years	24%
21 or more years	39%
Prefer not to say	1%

Notes about this report



This report has been segmented by the following categories:

1. **By Overall Result**
2. **By Council Ward**
3. **By age**
4. **By most common mode of transport, which is defined as “Vehicle” (Car, Motorcycle/Scooter, Truck/Commercial vehicle, Bike, Share car) or “Other” (Public Transport, Walking and Other).**
5. **By permit, meter and car park usage**

In the sections relating to each proposal we have shown the results by Total Support, Total Oppose, and Strength of Support.

- Total Support is calculated by summing the percentage of those who mentioned strongly support or somewhat support.
- Total Oppose is calculated by summing the percentage of those who mentioned strongly oppose or somewhat oppose.
- Strength of support is calculated by subtracting the percentage of those who Total Oppose from the percentage who Total Support the proposal
- The Strength of Support measure is used here to show the overall level support or opposition amongst the Waverley Council community. This figure is shown on a scale of +100% to -100%. If all were in support, the figure would be +100%, where if all oppose the figure would be -100%. A positive figure means more of the community is in support of the proposal, where a negative figure means more of the community opposes the proposal.

9

**action
market
research**



B

Attitudes to Parking Prior to Proposed Changes

10

Attitudes towards Parking Prior to Proposed Changes - Overall



Prior to testing the proposed changes, Waverley Council residents tend to agree that the cost for meter parking is too high.

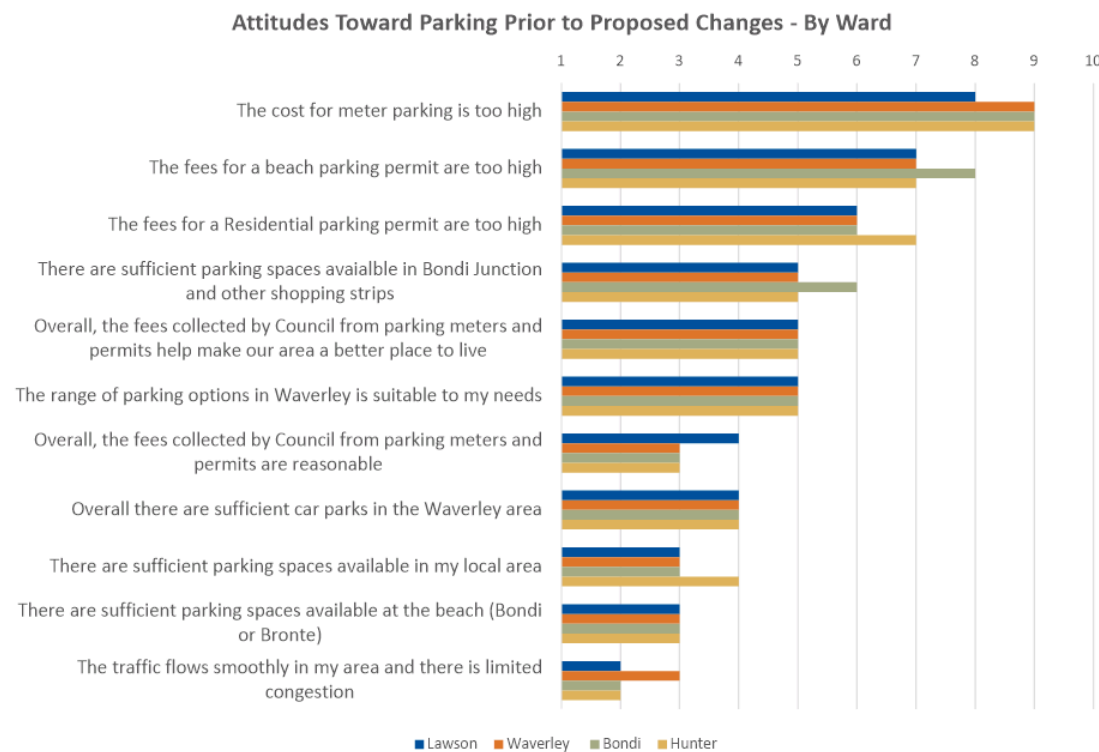
Residents also perceive that the traffic doesn't flow smoothly, and there are not enough parking spaces at the beach and within their local area.

Base: All Respondents (n=744)

Source: A4. Thinking about the area in which you live, do you agree or disagree with the following statements. Please use a 1-10 scale, where 1 means 'I strongly disagree with this statement' and 10 means 'I strongly agree with this statement'.

11

Attitudes towards Parking Prior to Proposed Changes – By Ward



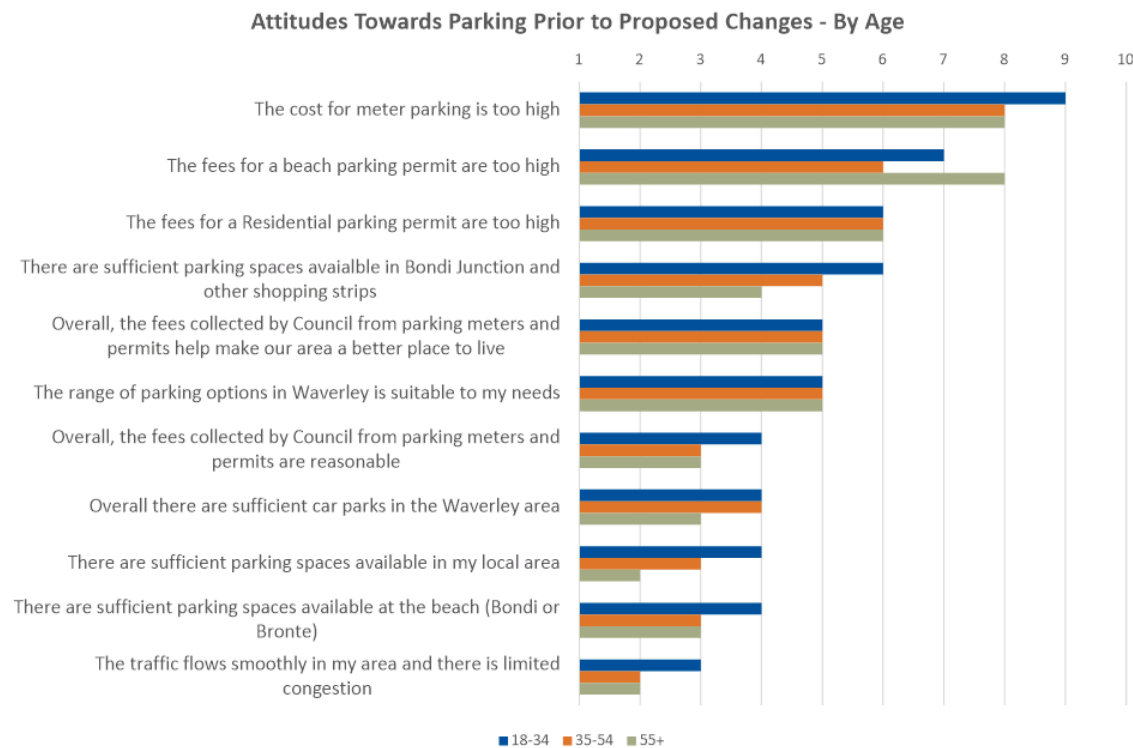
A similar result is seen across the Wards, with the costs for meter parking considered to be too high, and local congestion and availability of parking locally and at the beach being the key issues.

Base: All Respondents (n=744)

Source: A4. Thinking about the area in which you live, do you agree or disagree with the following statements. Please use a 1-10 scale, where 1 means 'I strongly disagree with this statement' and 10 means 'I strongly agree with this statement'.

12

Attitudes towards Parking Prior to Proposed Changes – By Age



The younger residents (18-34) are more concerned about the cost for meter parking.

The older residents (55+) are more concerned about the fee for the beach parking permit, and the availability of parking spaces in their local area, and local congestion.

Base: All Respondents (n=744)

Source: A4. Thinking about the area in which you live, do you agree or disagree with the following statements. Please use a 1-10 scale, where 1 means 'I strongly disagree with this statement' and 10 means 'I strongly agree with this statement'.

13

Attitudes towards Parking Prior to Proposed Changes – By Most Common Mode of Transport



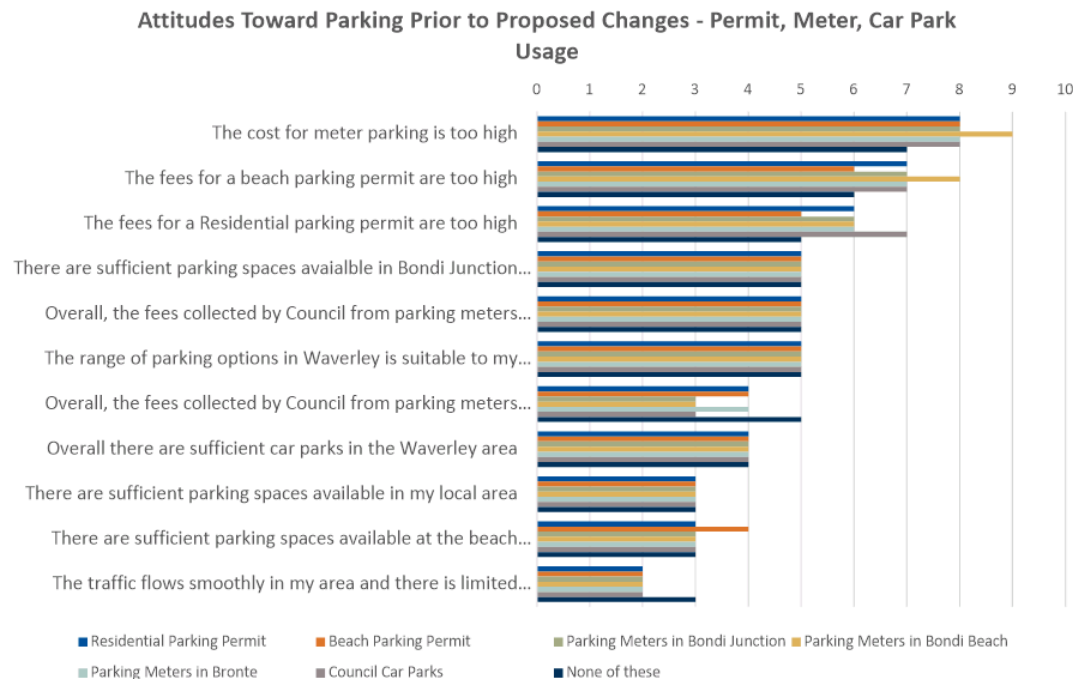
Those who use their own vehicle as their main form of transport are more concerned about the meter parking costs, and the parking permit costs.

Base: All Respondents (n=744)

Source: A4. Thinking about the area in which you live, do you agree or disagree with the following statements. Please use a 1-10 scale, where 1 means 'I strongly disagree with this statement' and 10 means 'I strongly agree with this statement'.

14

Attitudes towards Parking Prior to Proposed Changes – By Permit, Meter and Car Park Usage



Those who use the parking meters in Bondi Beach are more concerned about the cost of using these.

Those who use a beach parking permit are not concerned with the cost associated with this, and are less concerned with the number of parking spaces available at the beach.

Base: All Respondents (n=744)

Source: A4. Thinking about the area in which you live, do you agree or disagree with the following statements. Please use a 1-10 scale, where 1 means 'I strongly disagree with this statement' and 10 means 'I strongly agree with this statement'.

15

**action
market
research**



Each Change in Detail

16

Proposal 1 – Description



The first proposed change is the **Removal of the First Residential Parking Permit Fee.**

Description read out to respondents:

A residential parking scheme (RPS) operates in parts of the Waverley area and this offers residents unlimited parking for those who display a Residential Parking Permit for their designated area. Eligible residents can receive a permit at the first permit price, currently \$45 for 12 months (\$30 concession).

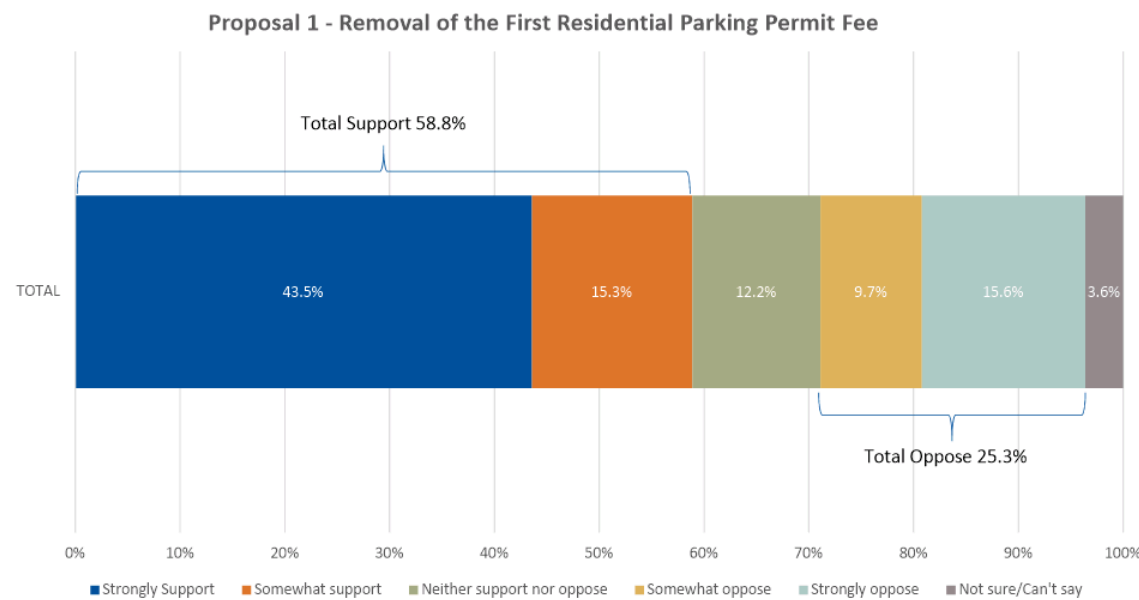
It is proposed this fee is removed and the first permit for eligible residents is provided at no charge.

Council believes this will benefit those who are eligible for a first Residential Parking Permit by removing this yearly fee. Currently 73% of existing permit holders will be eligible for a free permit.

As there is no increase in permits expected this change is expected to have no impact on local businesses, no impact on parking turnover, no impact of traffic flow and movement and no impact on parking availability.

The total estimated annual cost for the removal of the fee for the first Residential Parking Permit is \$204,000.

Proposal 1 – Support/Oppose



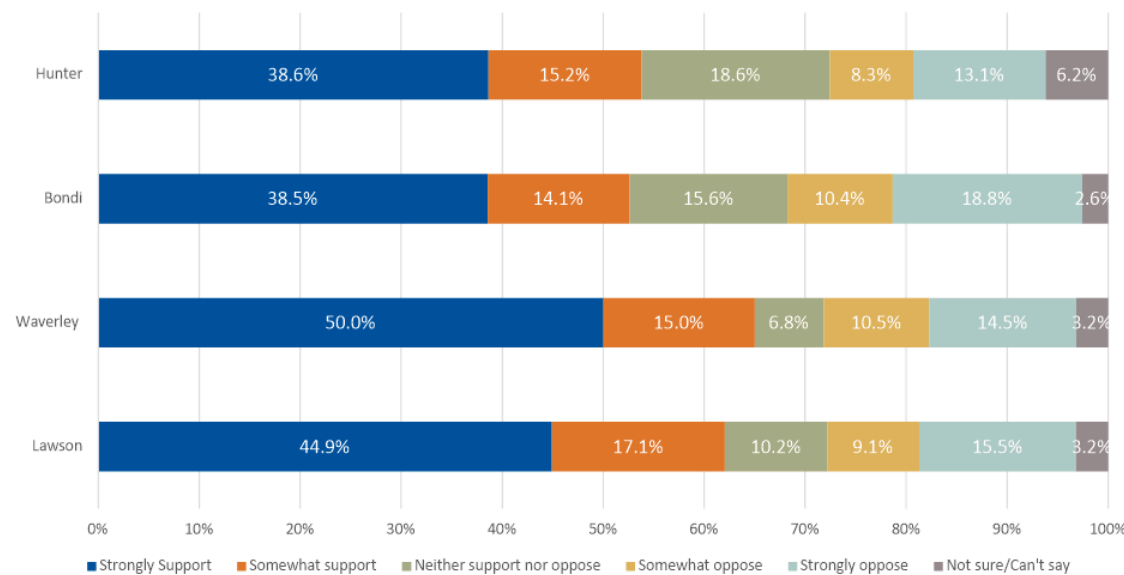
Overall, 58.8% are in support of removal of the first residential parking permit fee, and 25.3% oppose.

12.2% neither support nor oppose.

Proposal 1 – Support/Oppose By Ward



Proposal 1 - Removal of the First Residential Parking Permit Fee - By Ward



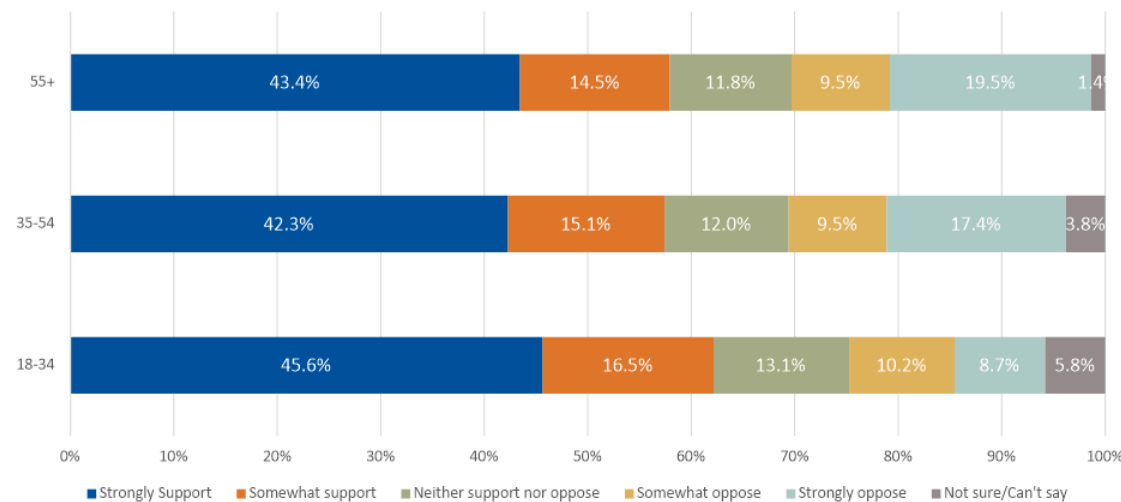
By Ward, support for removal of the first residential parking permit fee is strongest in Waverley with 65% in support, and lowest in Bondi with 52.6%.

Opposition is highest in Bondi with 29.2%, and lowest in Hunter with 21.4%.

Proposal 1 – Support/Oppose By Ward



**Proposal 1 - Removal of the First Residential Parking Permit Fee -
By Age**



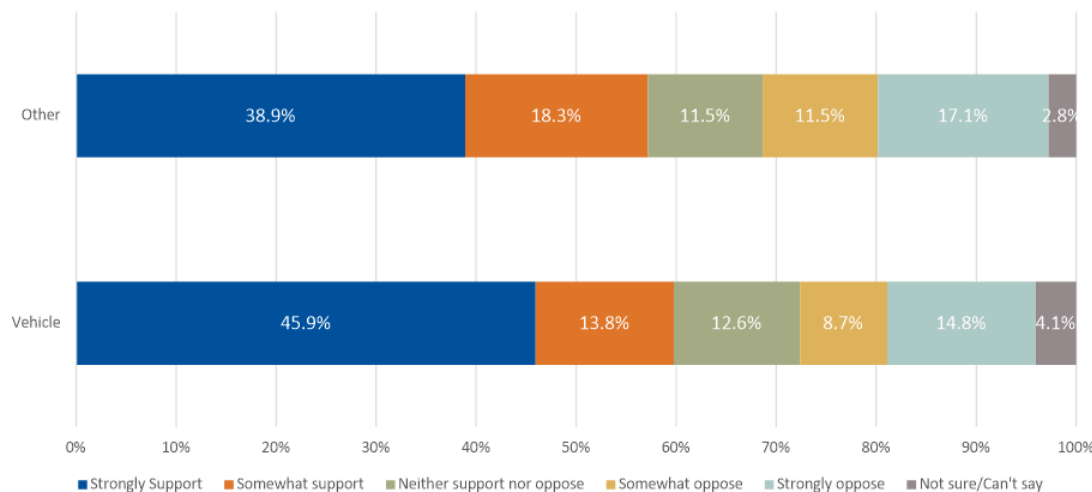
By Age, the strongest support for removal of the first residential parking permit fee is among those aged 18-34 with 62.1% in support, and lowest among those aged 35-54 with 57.4% support.

Those aged 55+ are more opposed with 29%.

Proposal 1 – Support/Oppose By Most Common Form of Transport



**Proposal 1 - Removal of the First Residential Parking Permit Fee -
By Most Common Form of Transport**



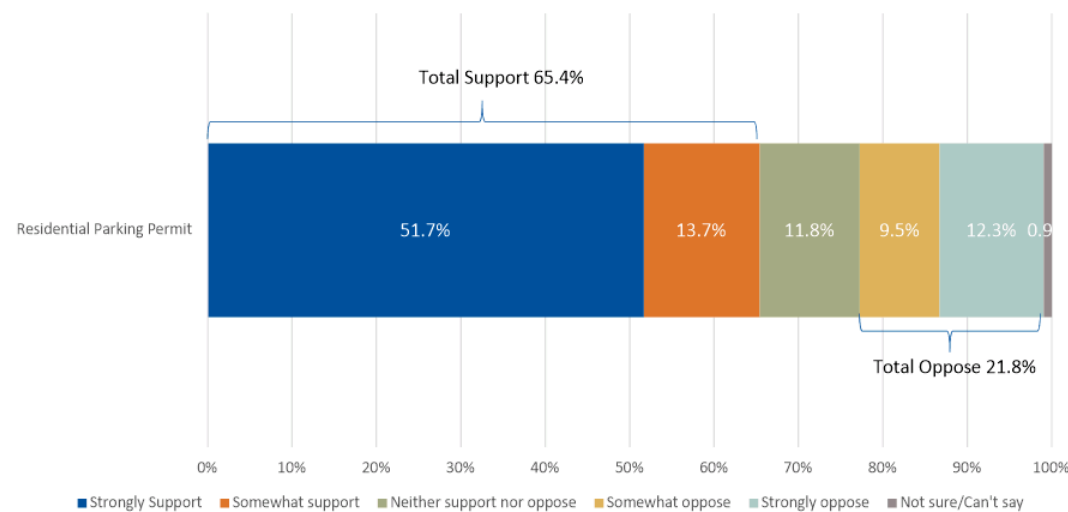
Those who use a vehicle as their most common form of transport are more in support of removing the first residential parking permit fee with 59.7% in support.

Those who use another form of transport as their most common method are more opposed to removing this fee with 28.6% opposed.

Proposal 1 – Support/Oppose By Residential Parking Permit Users



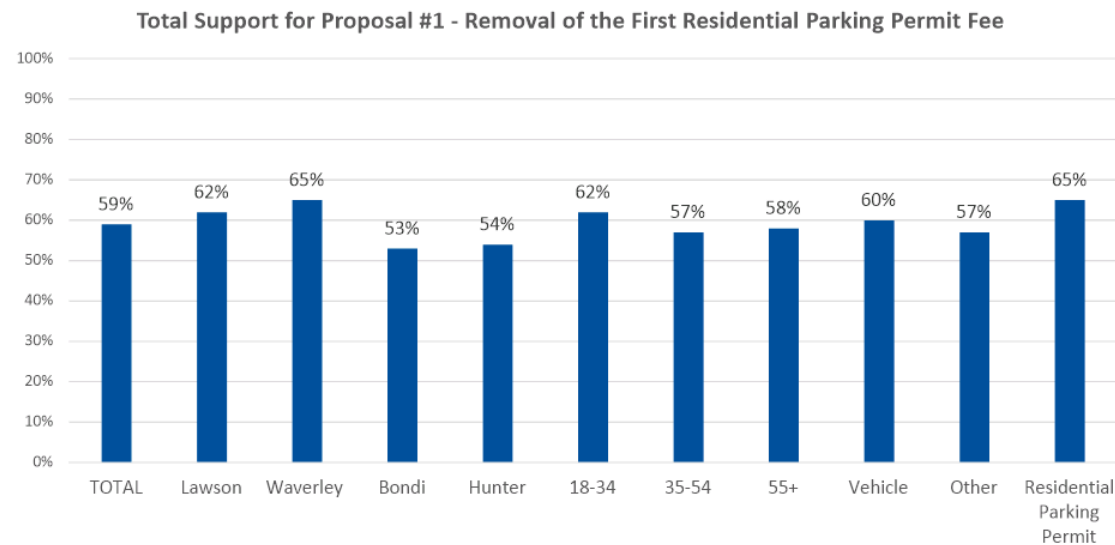
Proposal 1 - Removal of the First Residential Parking Permit Fee – Residential Parking Permit Users



Residential Parking Permit users are 65.4% in support of removing the first residential parking permit fee, and 21.8% oppose this proposal.

11.8% neither support nor oppose.

Proposal 1 – Total Support



The total support for Proposal 1 is 59%.

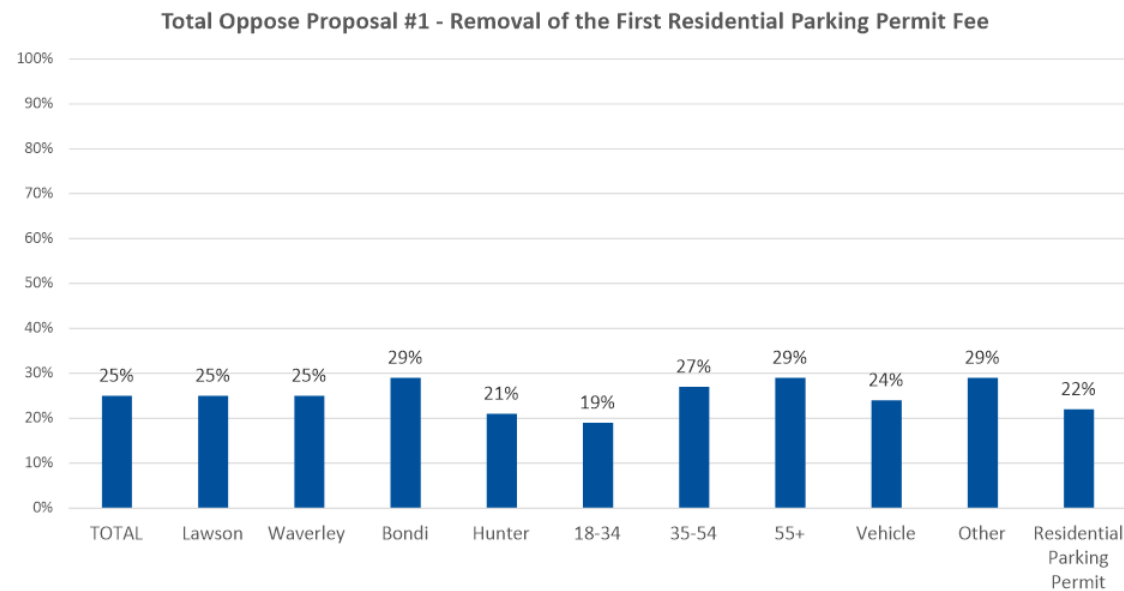
This support is higher in Lawson (62%) and Waverley (65%) wards.

It is also higher in the 18-34 age category (62%).

It is also higher among those who have a Residential Parking Permit (65%).

It is lower in the Bondi and Hunter wards (53% and 54% respectively).

Proposal 1 – Total Oppose

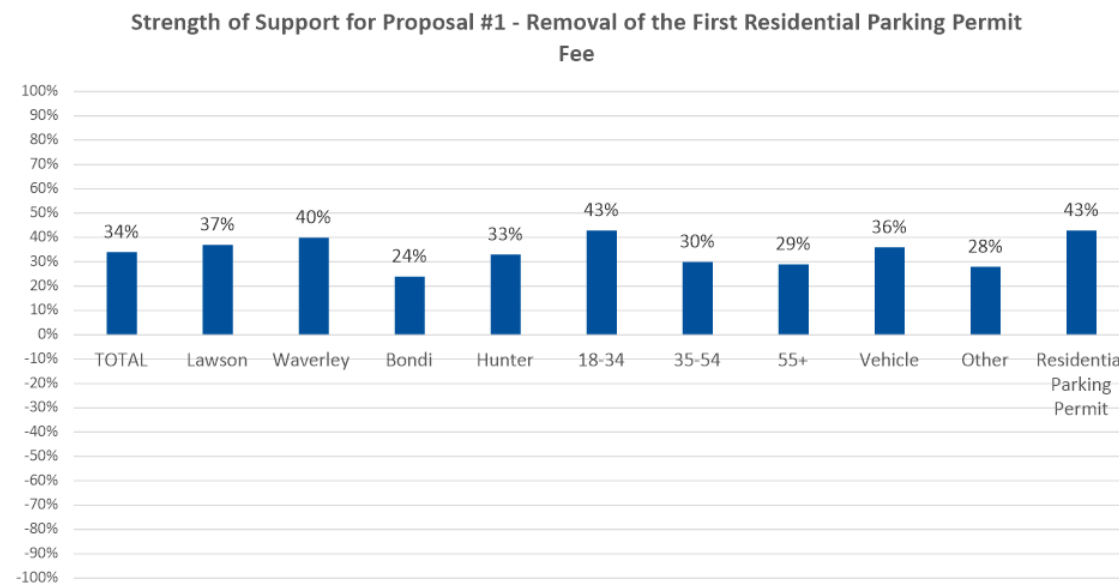


The total oppose for Proposal 1 is 25%.

Total oppose is higher in Bondi (29%).

It is also higher in the 35-54 and 55+ age categories (27% and 29% respectively) as well as those who don't travel by vehicle (29%).

Proposal 1 – Strength of Support



The strength of support for Proposal 1 is 34%.

This is higher in Lawson (37%) and Waverley (40%) wards, as well as in the 18-34 year old category (43%).

It is also higher for those who have a Residential Parking Permit (43%).

Bondi has the least strength of support for Proposal 1 (24%), followed by those who do not use a vehicle as their most common mode of transport (28%).

Proposal 1 – Top 6 Reasons for Support



Why do you <u>support</u> the removal of the first residential parking permit fee?	
Have the right to park near home	36%
Should be included in rates / benefit to rate payers	34%
It benefits me personally / assists with cost of living	18%
Makes it easier to find a park	7%
Good to have the option if needed	6%
Won't impact me	6%

"I would support this change where the household does not have parking on their property. However, I don't think a free permit should be offered to people who already have parking on their property - as it will encourage people to park on the street rather than in their garage."

"As residents we should be entitled to at least one parking permit, especially as so many streets are metered."

"Why should residents have to pay to park in their own street? I think the cost is too high, cover the costs but surely a profit is being made here. I recently got a new car and I was annoyed that I had to pay the full fee again. Surely a small change fee could be charged."

Proposal 1 – Top 6 Reasons for Oppose



Why do you <u>oppose</u> the removal of the first residential parking permit fee?	
It is reasonable as it is	34%
\$45 is not much money	23%
Too much loss of revenue	16%
Not enough parking spaces available / congestion	14%
Encourages people to own too many cars	11%
People should use cars less / more public transport/ walking	11%

"I think the fee is already low, very reasonable and it should stay."

"I have a permit. Parking is a privilege not a right. I don't mind paying for this as cars take up space that could be given to bike parking, separated cycle ways, better pedestrian paths, cafe seating etc. Parking for cars inhibits other activities and should be given a carte blanche. The cost should be reasonable for the first car and outrageously expensive for any second car."

"I think that residents should have to pay to park and it is a reasonable price to pay as it is."

27

Proposal 2 – Description



The next proposed change is **Providing a free Beach Parking permit for residents**

Description read out to respondents:

Currently, Waverley residents and ratepayers can apply for a beach permit providing them with unlimited parking in Queen Elizabeth Drive (QED) and Park Drive North (PDN) at Bondi Beach and in Bronte Cutting at Bronte Beach. The current permit fee is \$130 for 12 months (\$96 concession).

It is proposed this fee is removed and becomes free for all Waverley residents and ratepayers. The fee for non-residents will remain at \$1,620 with a CPI increase each year.

Council believes this will benefit Waverley residents and ratepayers by removing this yearly fee and allowing those with a valid permit parking for an unlimited time at Bondi Beach and Bronte Cutting for free.

This proposed change may have the following impacts:

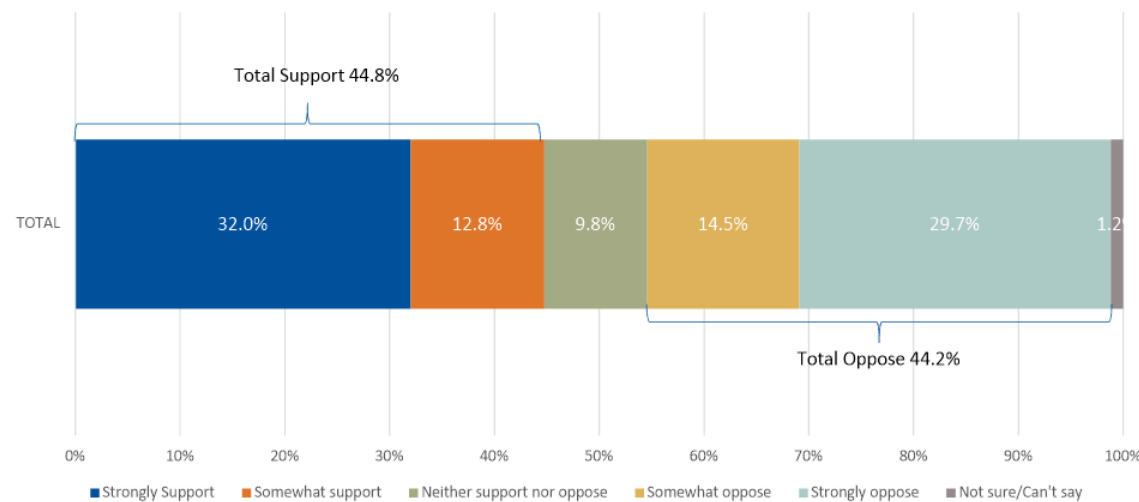
- There are currently 38,000 registered vehicles and 6,200 beach permits, indicating a possible increase in the number of beach permits issued for the 433 available car spaces.
- Should there be an increase in permits it may have the following implications:
 - A marginal reduction in the available beach parking for visitors, especially in Summer
 - A marginal increase in traffic congestion at Bondi Beach with cars circulating to find parking
 - Potential increase in beach permit holders driving short distances which they would otherwise walk
 - Potential for beach parking to be used as commuter parking by residents

The total estimated annual cost for the removal of the fee for the resident Beach Parking Permit is \$975,900.

Proposal 2 – Support/Oppose



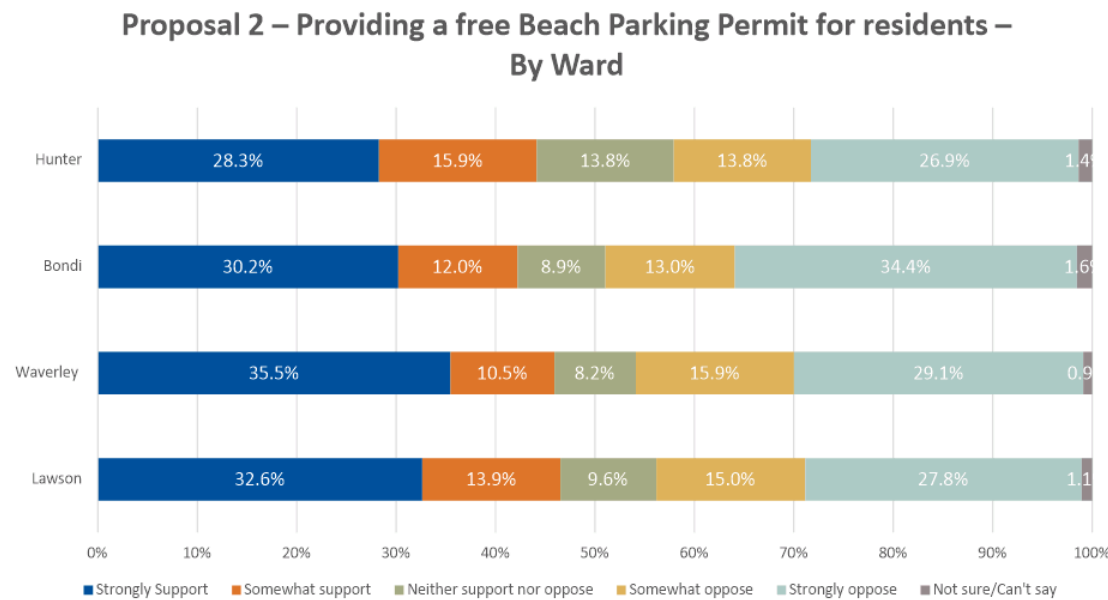
Proposal 2 – Providing a free Beach Parking Permit for residents



Overall, 44.8% are in support of providing a free Beach Parking Permit for residents, and 44.2% oppose.

9.8% neither support nor oppose.

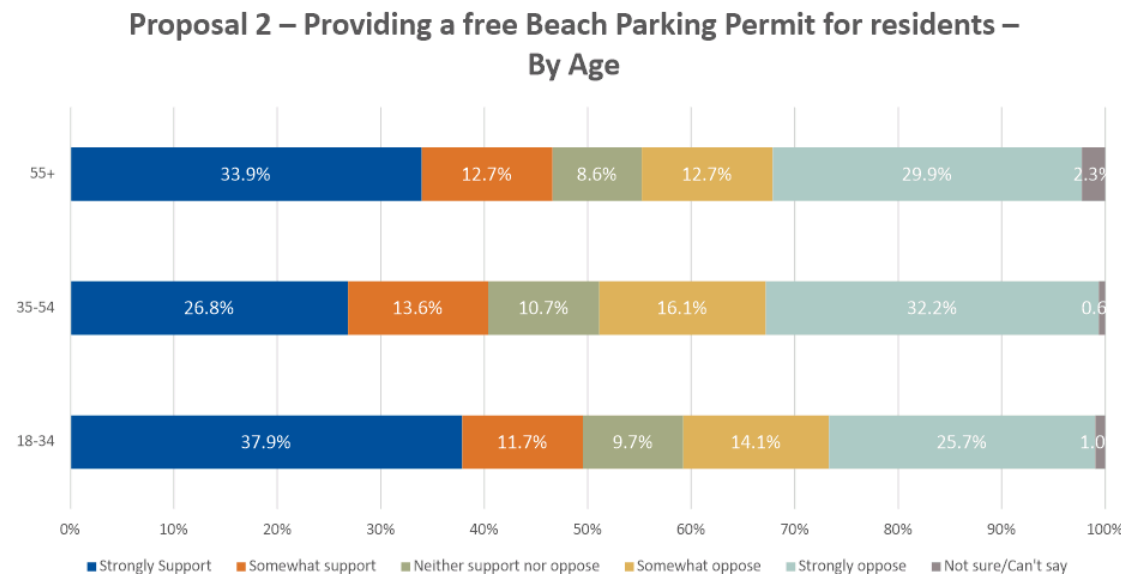
Proposal 2 – Support/Oppose By Ward



By Ward, support for providing a free Beach Parking Permit is highest in Lawson with 46.5%, and lowest in Bondi with 42.2%.

Opposition to this proposal is highest in Bondi with 47.4% opposing.

Proposal 2 – Support/Oppose By Age



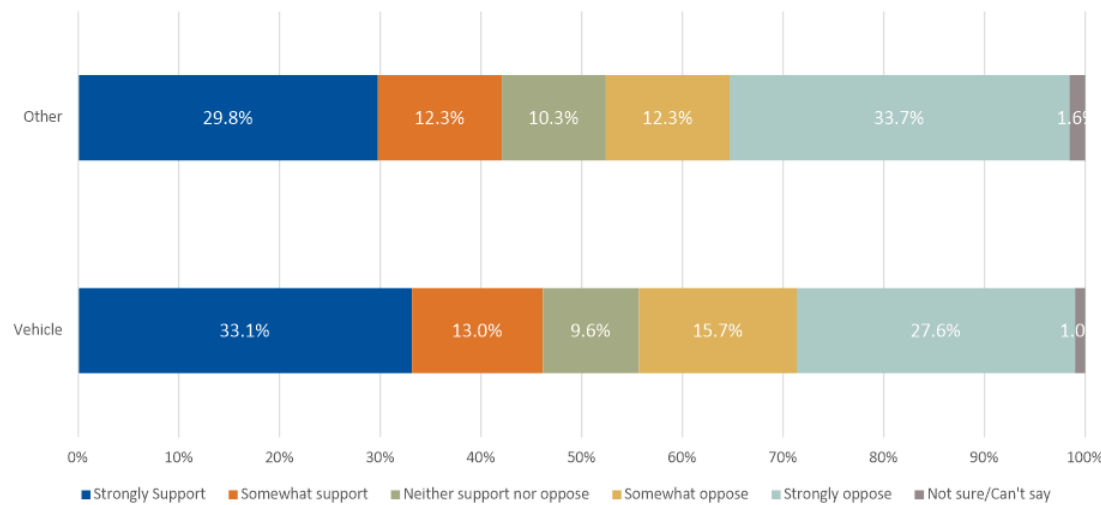
By Age, the strongest support for providing a free Beach Parking Permit is among those aged 18-34 with 50% in support, and lowest among the 35-54 age group with 40% support.

Opposition is strongest among the 35-54 age group with 48% opposed to this proposal.

Proposal 2 – Support/Oppose By Most Common Form of Transport



Proposal 2 – Providing a free Beach Parking Permit for residents – By Most Common Form of Transport



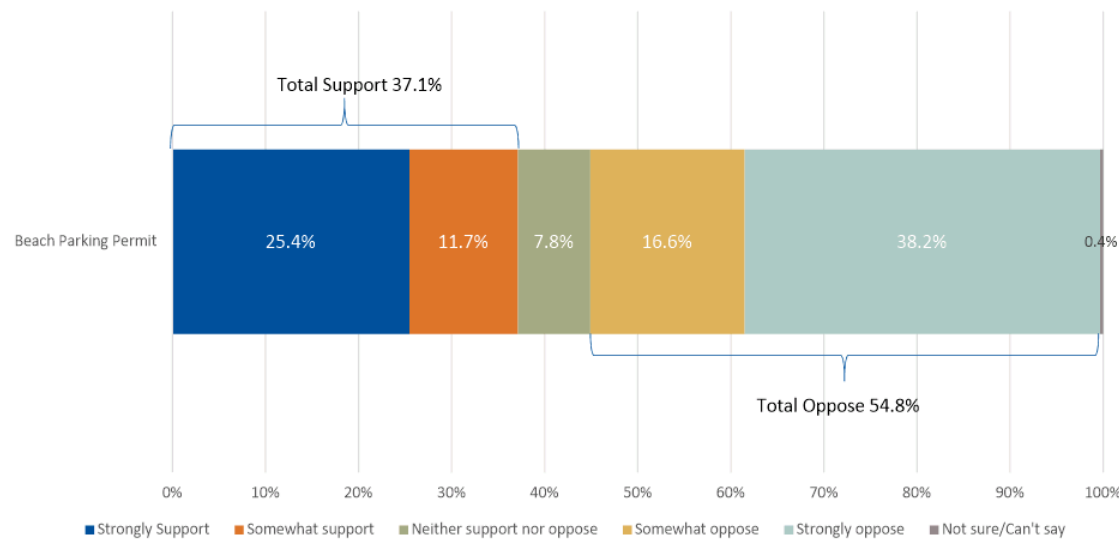
Those who use a vehicle as their most common form of transport are more in support of a free Beach Parking Permit with 46.1%.

Those who use another form of transport as their main method are more opposed to this proposal with 46% opposed.

Proposal 2 – Support/Oppose By Beach Parking Permit Users



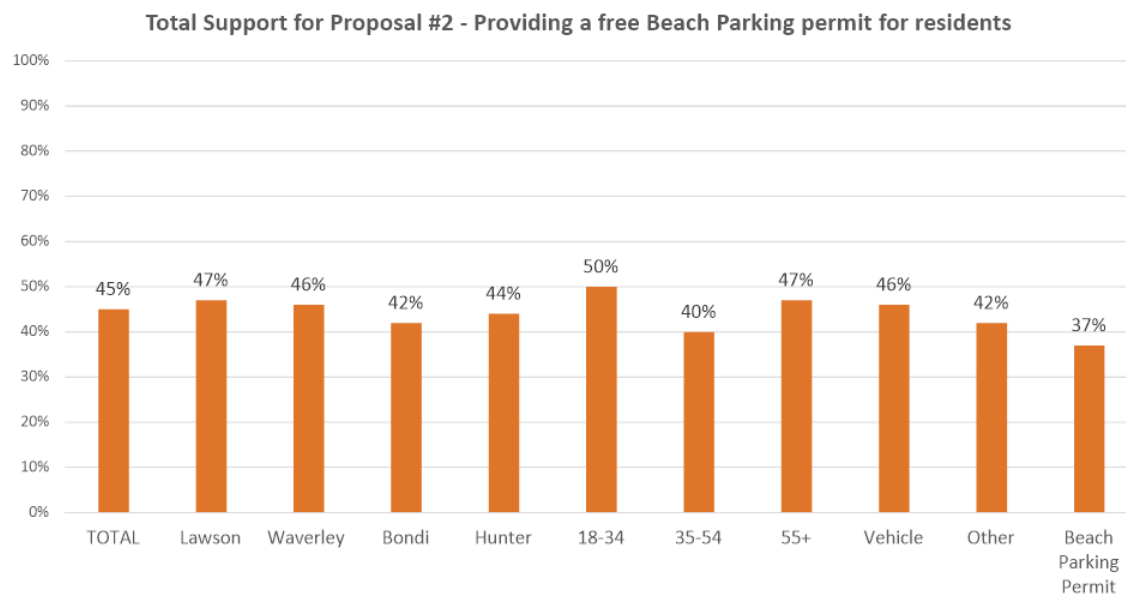
Proposal 2 – Providing a free Beach Parking Permit for residents – By Beach Parking Permit Users



Beach Parking Permit users are 37.1% in support of a free Beach Parking Permit supplied for residents, and 54.8% oppose this proposal.

7.8% neither support nor oppose.

Proposal 2 – Total Support



The total support for Proposal 2 is 45%.

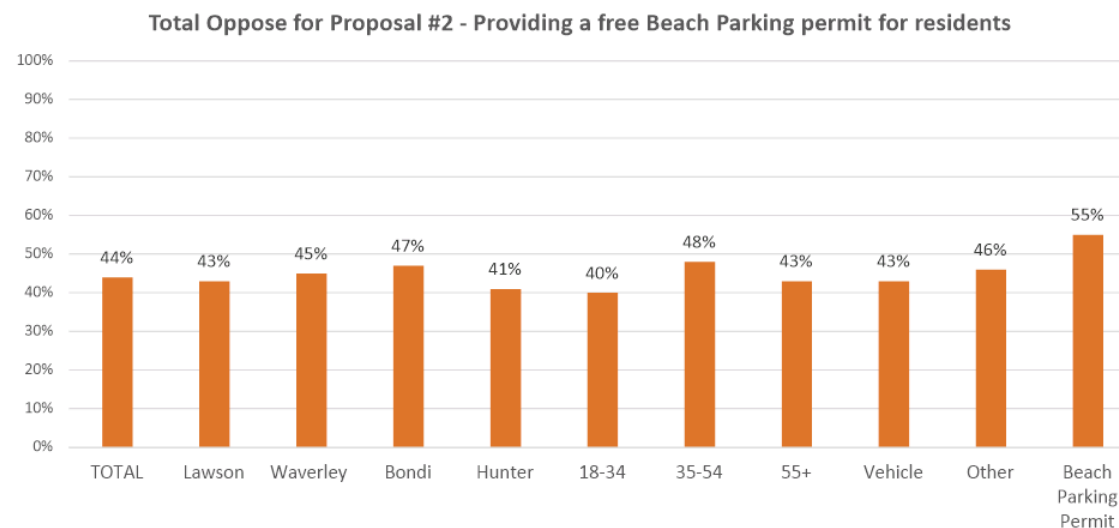
This support is higher in Lawson (47%) and Waverley (46%) wards.

It is also higher in the 18-34 age category (50%) and the 55+ age category (47%).

It is lower in the Bondi and Hunter wards (42% and 44% respectively), as well as lower in the 35-54 age category (40%). It is also lower with those who don't use a vehicle (42%).

Support is lower among those who have a beach parking permit (37%)

Proposal 2 – Total Oppose



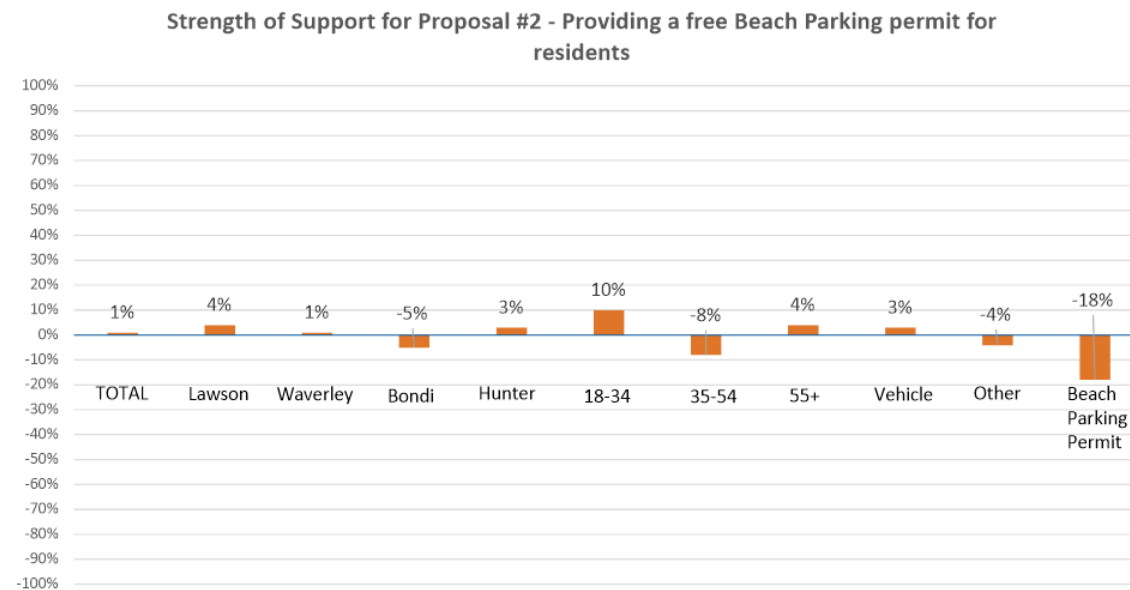
The total oppose for Proposal 2 is 44%.

Total oppose is higher in Bondi (47%).

It is also higher in the 35-54 age category (48%), and with those who do not travel with a vehicle (46%).

Opposition is strongest among those who have a beach parking permit (55%).

Proposal 2 – Strength of Support



The strength of support for Proposal 2 is 1%.

This is higher in Lawson (4%), but the Bondi Ward will be the most strongly impacted with more in opposition than in support here (-5%).

This is also higher in the 18-34 age category (10%) and lower in the 35-54 age category (-8%).

The opposition is strongest amongst those with a beach parking permit (-18%).

Proposal 2 – Top 6 Reasons for Support



Why do you <u>support</u> providing a free beach permit for residents?	
Should be included in rates / benefit to rate payers	51%
It benefits me personally / assists with cost of living	25%
Good to have the option if needed	13%
Makes it easier to find a park	6%
Feel better about living in the area	3%
Make it more expensive for non-residents	3%

"I pay rates and I think that is for collecting garbage and looking after roads and I choose to live in this area because I like the area so if it's cheaper for locals to use the beach, that is a good thing. We live here for that and it should be cheaper for us than for visitors. I am not anti-visitor, I support visitors and tourism but we should be able to easily enjoy our area."

"I support the idea as residents are paying premium prices to live near the beach. It is unreasonable to pay an additional beach permit, but the amount of revenue due to loss of this fee is too significant. The fee should be removed potentially for residents within a certain distance proximity to the beach, perhaps if they lived 5-10 minutes walk away from the beach front. If someone is only 5 minutes from the beach they should be able to walk there."

"Residents are paying for the upkeep of the beach and should be able to park there to use and enjoy the facility. However we should also encourage people to choose walking or riding their bike to Beach if They live close."

Proposal 2 – Top 6 Reasons for Oppose



Why do you <u>oppose</u> providing a free beach permit for residents?	
Not enough parking spaces available / congestion	46%
People should use cars less / more public transport / walking	27%
People should at least pay something for it	24%
People will abuse it / use it unnecessarily	16%
It is reasonable as it is	12%
Too much loss of revenue	7%

"The fee is reasonable and provides a source of revenue for the council. The parking down there is already really busy, I think adding more cars is not a good idea. Also, as a proportion of the cost of car ownership this fee is small, AND discretionary."

"It will encourage people to go by car. Less parking space and more congestion. I think the current fee is reasonable."

"Any measures that might lead to an increase in traffic congestion should be discouraged."

Proposal 3 – Description



The next proposed change is Turning off parking meters in Bondi Junction at 6pm daily, year round

Description read out to respondents:

Council operates 85 parking meters serving 635 parking spaces in Bondi Junction. These are currently operating between 8am to 9pm in most areas and 8am to 7pm in selected streets such as Oxford St and Bronte Rd.

It is proposed to reduce the hours of operation of all parking meters in Bondi Junction to 8am to 6pm daily.

Council believes this will benefit residents and visitors by allowing free parking after 6pm in Bondi Junction and encourage visitors in the evenings to stay longer.

This proposed change may have the following impacts:

- Expected increase in available parking for residents in RPS areas with visitors encouraged to park in free metered spaces instead of residential streets
- Parking availability for resident permit holders within metered areas may decrease after 6pm
- Expected minimal increase in visitor vehicles with less turnover of metered parking spaces available after 6pm

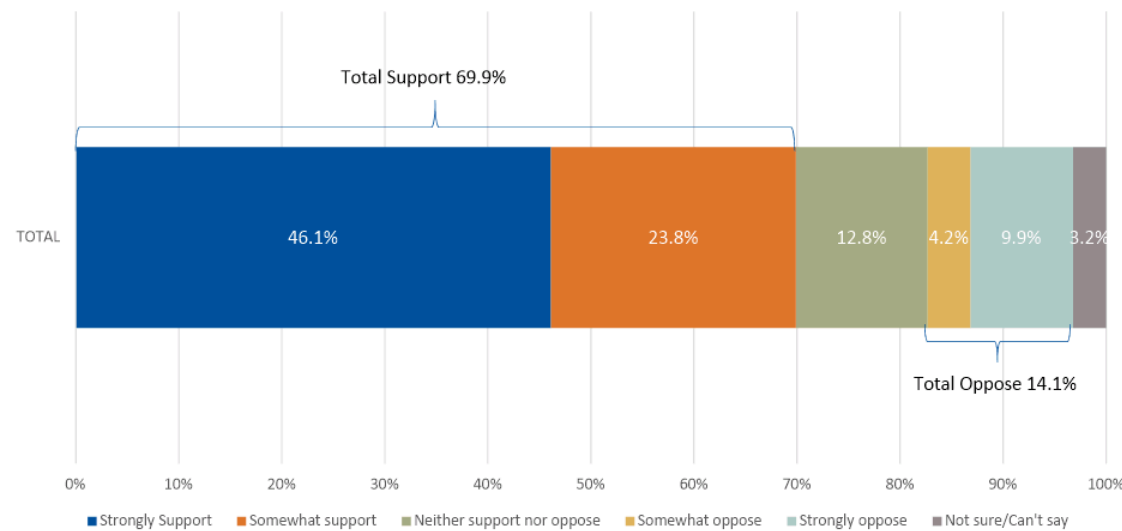
The total estimated annual cost of this proposed change is \$555,000.

39

Proposal 3 – Support/Oppose



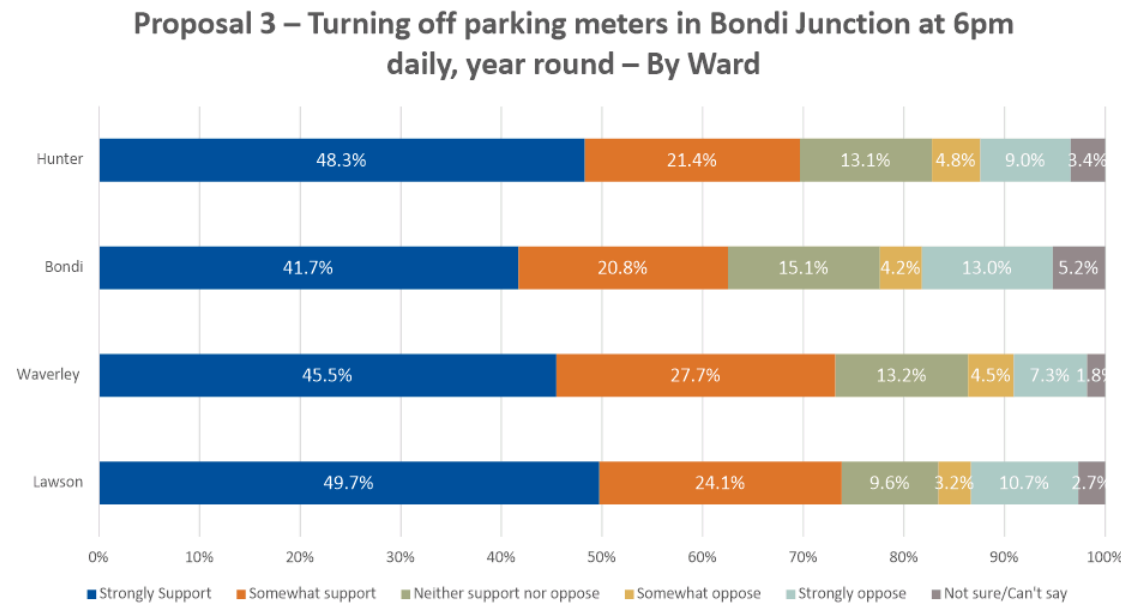
Proposal 3 – Turning off parking meters in Bondi Junction at 6pm daily, year round



Overall, 69.9% are in support of turning off parking meters in Bondi Junction at 6pm, year round. 14.1% oppose this proposal.

12.8% neither support nor oppose.

Proposal 3 – Support/Oppose By Ward



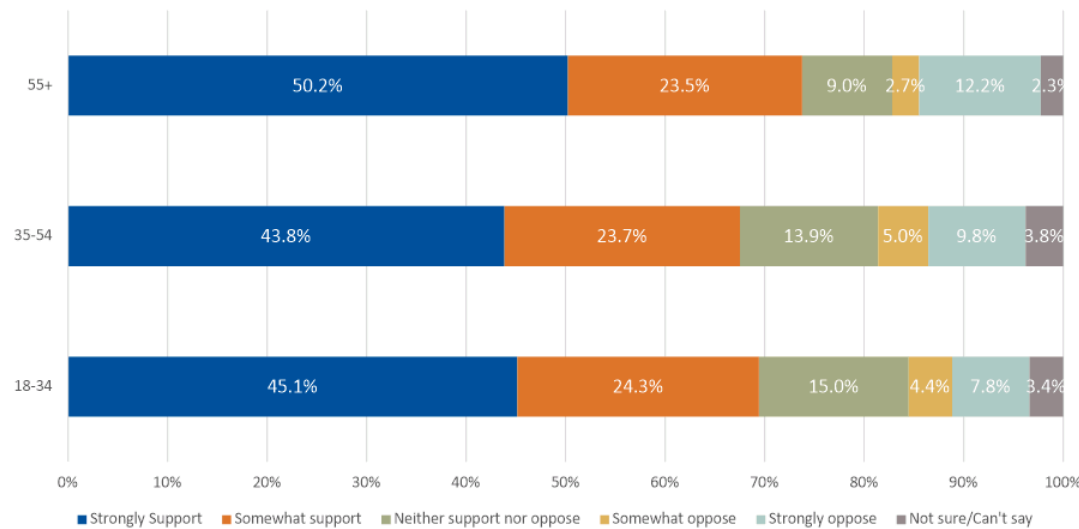
By Ward, support for turning off parking meters in Bondi Junction at 6pm daily, year round is strongest in Lawson with 73.8% and lowest in Bondi with 62.5%.

Opposition to this proposal is highest in Bondi with 17.2% opposing.

Proposal 3 – Support/Oppose By Age



Proposal 3 – Turning off parking meters in Bondi Junction at 6pm daily, year round – By Age

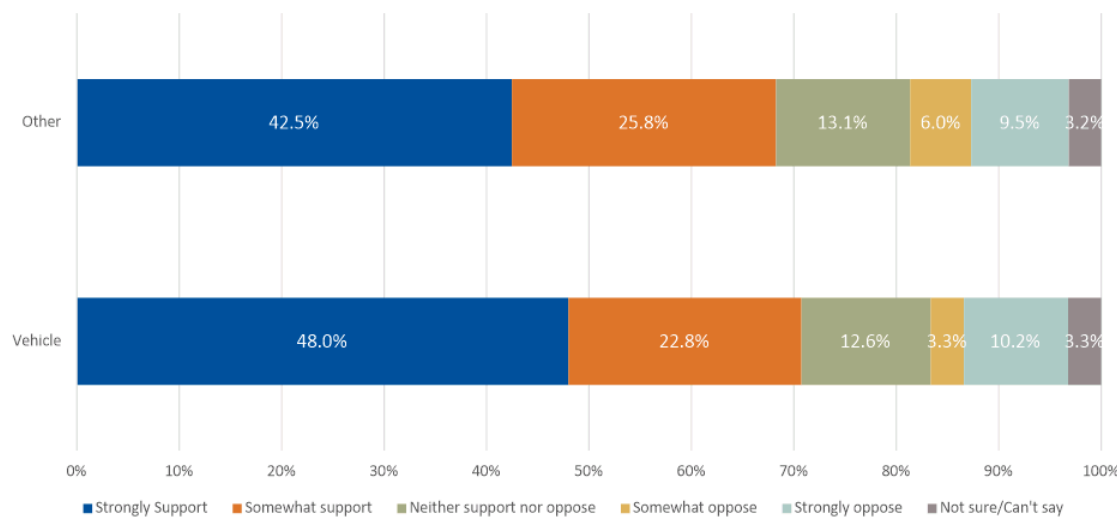


By Age, the strongest support for turning off parking meters in Bondi Junction at 6pm daily, year round is among those aged 55+ with 73.7% in support, and lowest among the 35-54 age group with 67.5% support.

Proposal 3 – Support/Oppose By Most Common Form of Transport



Proposal 3 – Turning off parking meters in Bondi Junction at 6pm daily, year round – By Most Common Form of Transport



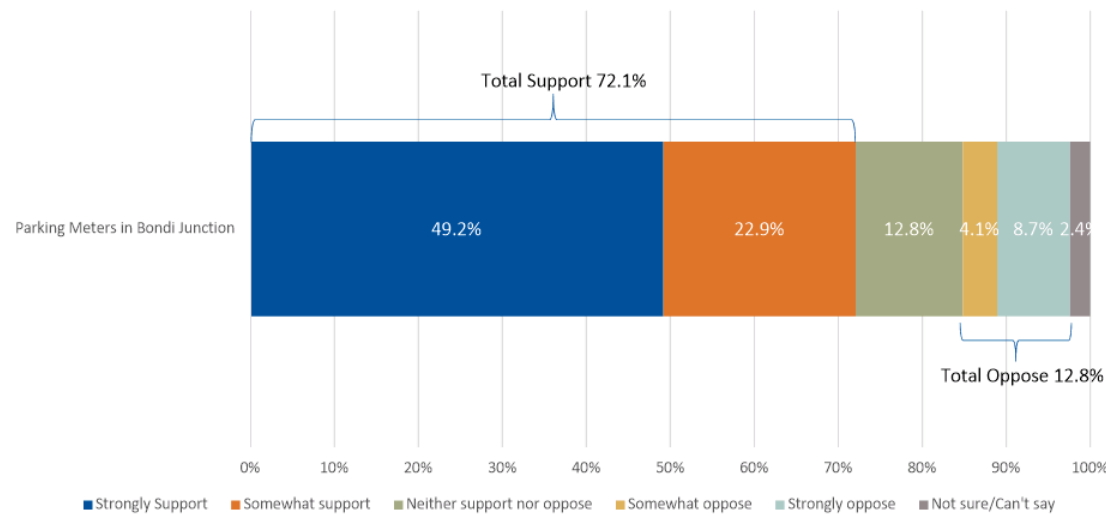
Those who use a vehicle as their most common form of transport are more in support of a free Beach Parking Permit with 70.8%.

Those who use another form of transport as their main method are more opposed to this proposal with 15.5% opposed.

Proposal 3 – Support/Oppose By Bondi Junction Meter Users



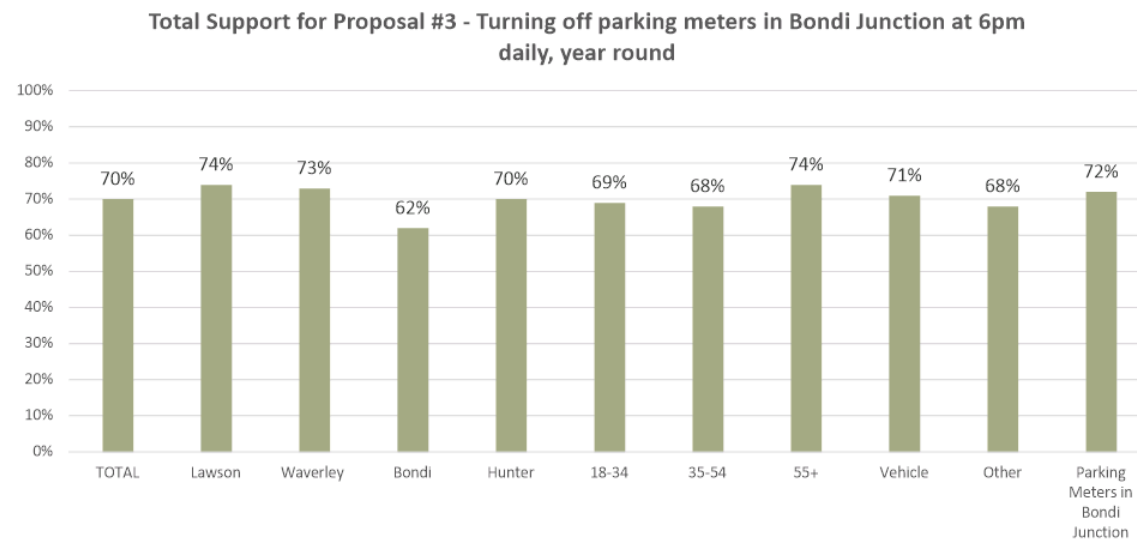
Proposal 3 – Turning off parking meters in Bondi Junction at 6pm daily, year round – By Bondi Junction Parking Meter Users



Bondi Junction Parking Meter users are 72.1% in support of turning off parking meters in Bondi Junction at 6pm daily, year round, and 12.8% oppose this proposal.

12.8% neither support nor oppose.

Proposal 3 – Total Support



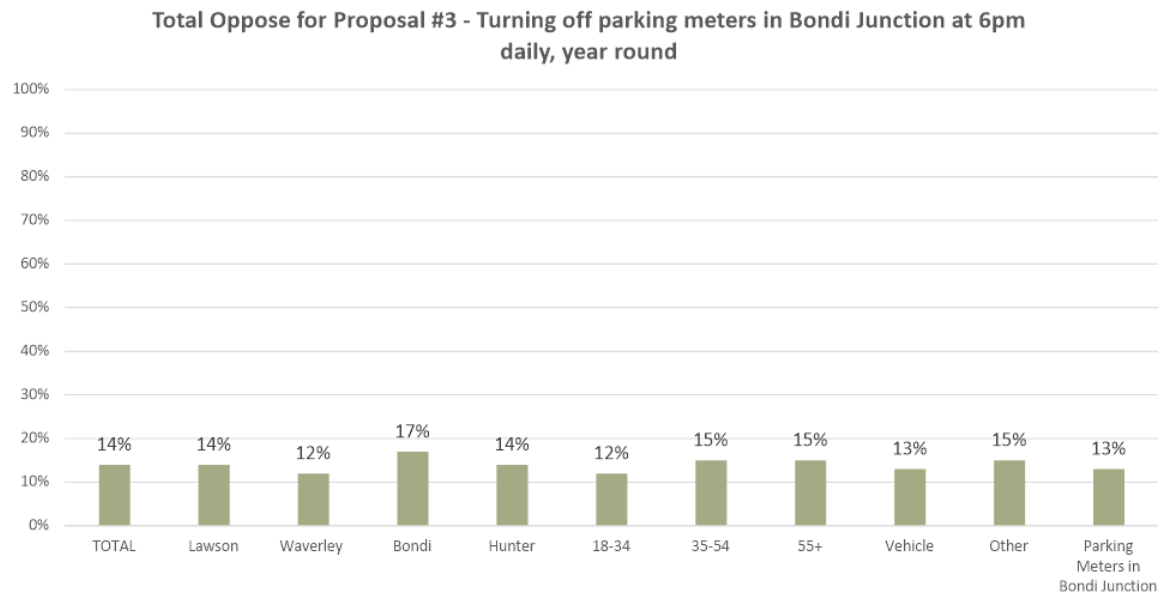
The total support for Proposal 3 is 70%.

This support is higher in Lawson (74%) and Waverley (73%) wards.

It is also higher in the 55+ age category (74%).

It is lower in the Bondi (62%), as well as lower with those who don't typically use a vehicle (68%).

Proposal 3 – Total Oppose

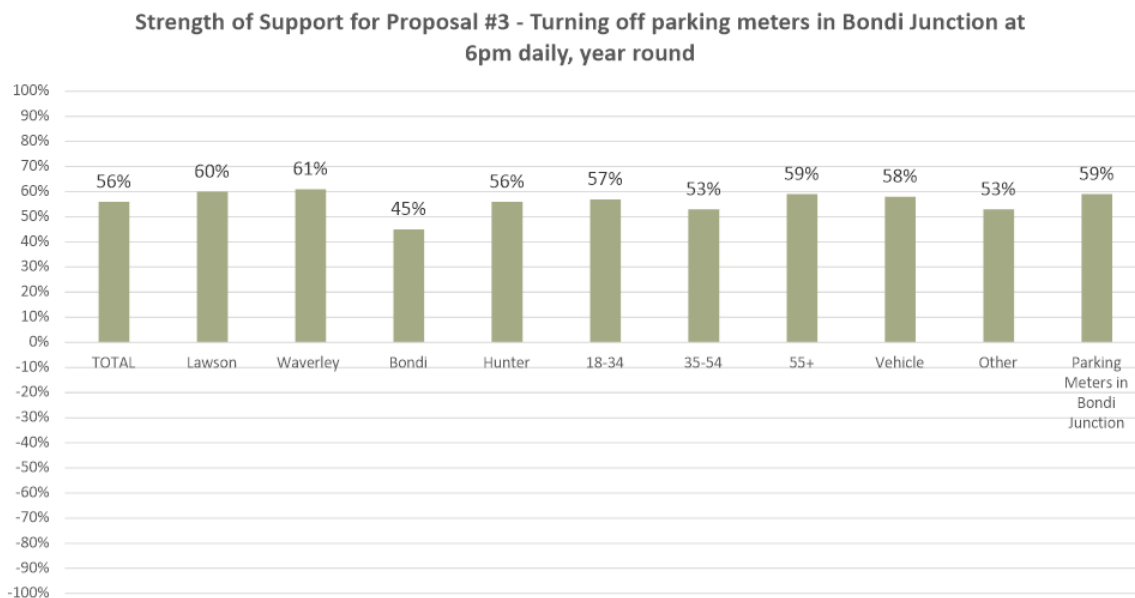


The total oppose for Proposal 3 is 14%.

Total oppose is higher in Bondi (17%).

It is lower for those in Waverley (12%) and in the 18-34 age category (12%).

Proposal 3 – Strength of Support



The strength of support for Proposal 3 is 56%.

This is higher in Lawson (60%) and Waverley (61%)

This is also higher in the 55+ age category (59%) and those who use a vehicle as their main mode of transport (58%).

Proposal 3 – Top 6 Reasons for Support



Why do you <u>support</u> turning off parking meters in Bondi Junction at 6 pm daily, year round?	
Benefits to local business	27%
Good to have the option if needed	24%
It benefits me personally / assists with cost of living	19%
Should be included in rates / benefit to rate payers	12%
Convenient / attract non-residents to visit area	10%
Makes it easier to find a park	9%

"May stop people parking in residential streets when they are visiting places in the main shopping areas. Also great for restaurants which are declining in number at the moment."

"It would encourage support for local restaurants and given that the buses cease to run so early many people would drive to the train to go out in the evening if they could park."

"It allows after business hours nearby access to restaurants, clubs and hotels that cater for patrons after business hours. Paying Council for parking adds to costs and is a deterrent to patronising businesses in Bondi Junction."

Proposal 3 – Top 6 Reasons for Oppose



Why do you <u>oppose</u> turning off parking meters in Bondi Junction at 6 pm daily, year round?	
Not enough parking spaces available / congestion	24%
Difficulty for residents/have the right to park near their home	21%
Too much loss of revenue	15%
People should use cars less / more public transport / walking	15%
Already enough free / affordable parking available after 6pm nearby (ie. Westfield)	14%
6pm is too early / traffic too heavy at this time	11%

“How on earth will residents be able to find parking in the area after 6pm if the parking was free? Especially when there is an increase in high rise living.”

“Will never be able to get a park if I want to pop in and quickly do something.”

“Encouraging long stays is bad for residents and business”

Proposal 4 – Description



The next proposed change is **Turning off parking meters in Bondi Beach at 7pm daily, year-round.**

Description read out to respondents:

Council operates 166 parking meters serving 1479 parking spaces in Bondi Beach, including the beach front areas of Queen Elizabeth Drive (QED) and Park Drive North (PDN). These currently operate between 8am-10pm daily with some meters switching off at 9pm, eg Hall Street and 8am-7pm in Winter in Queen Elizabeth Drive and Park Drive North.

It is proposed to operate all parking meters in Bondi Beach from 8am-7pm daily, year-round.

Council believes this will benefit family and friends of residents who can park in metered areas in the evenings without charge and visitors may be encouraged to stay longer in the evenings.

This proposed change may have the following impacts:

- Expected increase in available parking for residents in non-metered spaces within RPS areas as visitors are encouraged to park in free metered spaces instead of residential streets
- Parking availability after 7pm for resident permit holders within metered areas may decrease
- Expected minimal increase in vehicles and less turnover of parking spaces after 7pm
- Potential increase for traffic circulation within commercial streets and adjoining areas

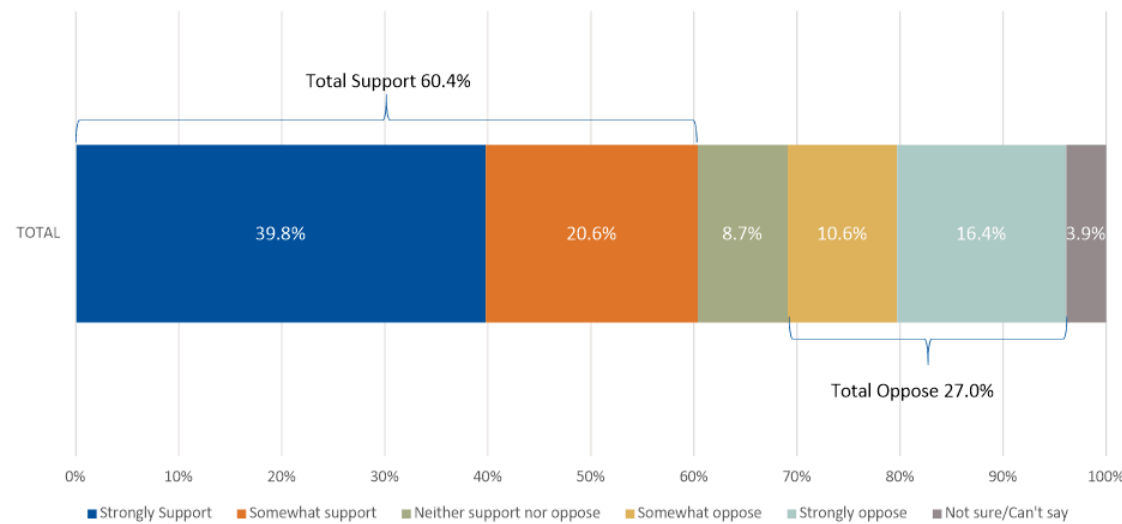
The total estimated annual cost of this proposed change is \$1.32 million.

50

Proposal 4 – Support/Oppose



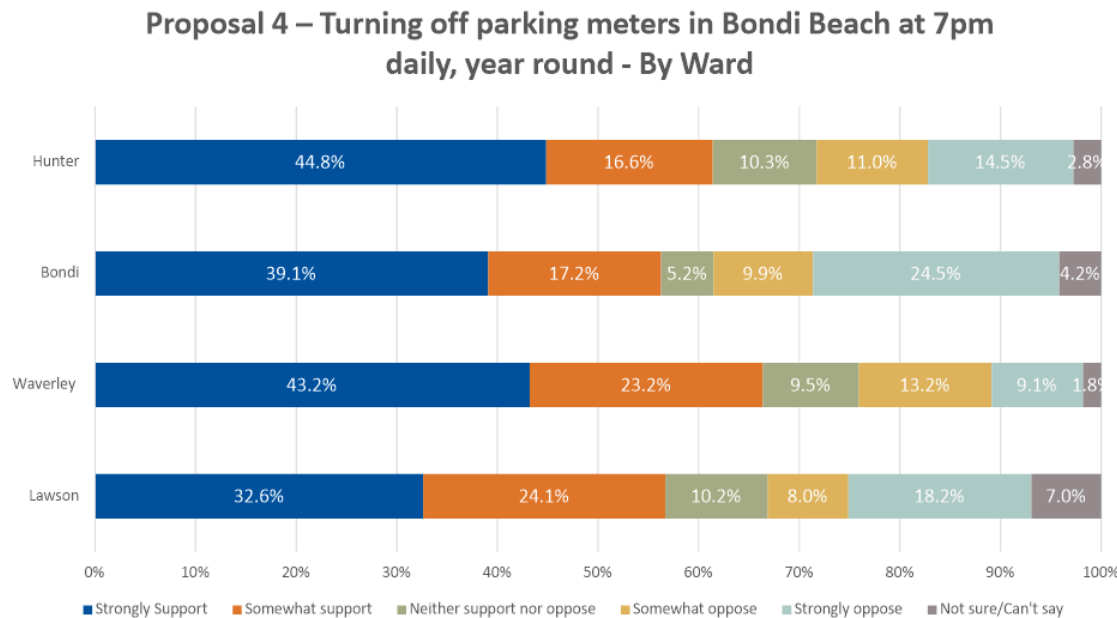
Proposal 4 – Turning off parking meters in Bondi Beach at 7pm daily, year round



Overall, 60.4% are in support of turning off parking meters in Bondi Beach at 7pm daily, year round. 27.0% oppose this proposal.

8.7% neither support nor oppose.

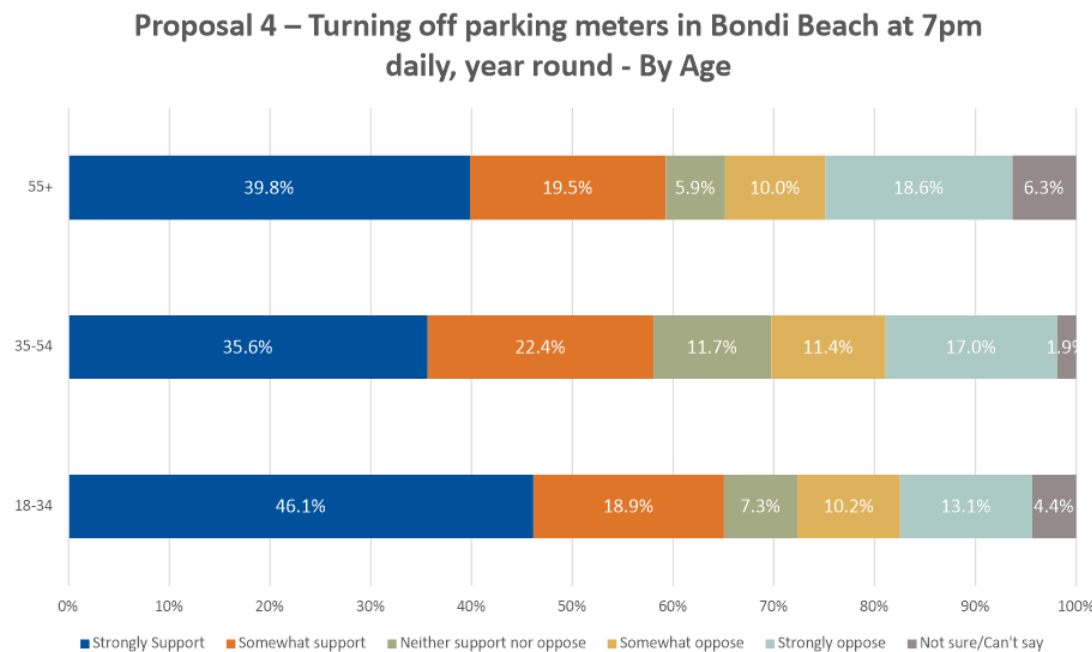
Proposal 4 – Support/Oppose By Ward



By Ward, support for turning off parking meters in Bondi Beach at 7pm daily, year round is strongest in Waverley with 66.4% and lowest in Bondi with 56.3%.

Opposition to this proposal is highest in Bondi with 34.4% opposing.

Proposal 4 – Support/Oppose By Age



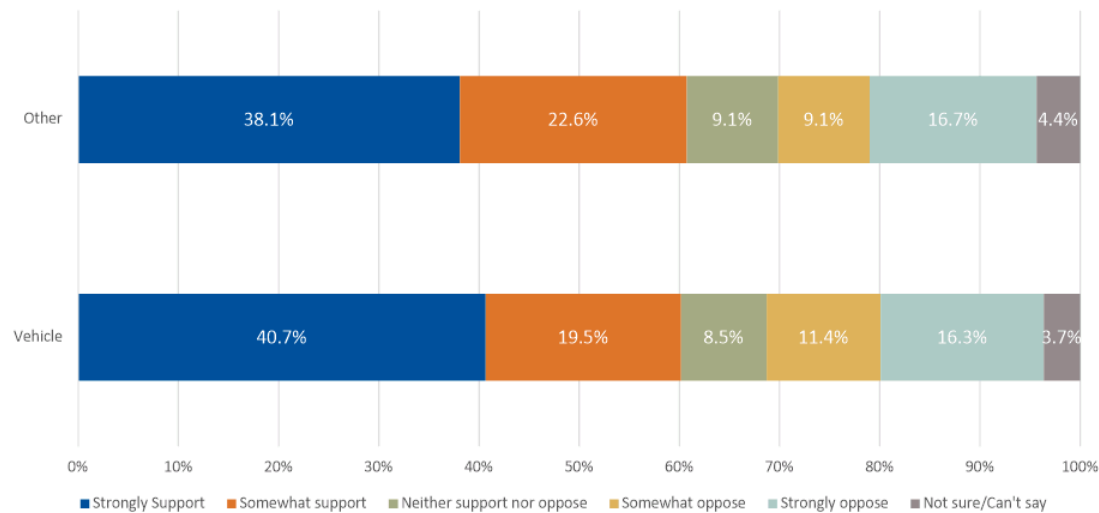
By Age, the strongest support for turning off parking meters in Bondi Beach at 7pm daily, year round is among those aged 18-34 with 65.0% in support, and lowest among the 35-54 age group with 58.0% support.

Opposition to this proposal is strongest among those aged 55+ with 28.6% opposing.

Proposal 4 – Support/Oppose By Most Common Form of Transport



Proposal 4 – Turning off parking meters in Bondi Beach at 7pm daily, year round - By Most Common Form of Transport

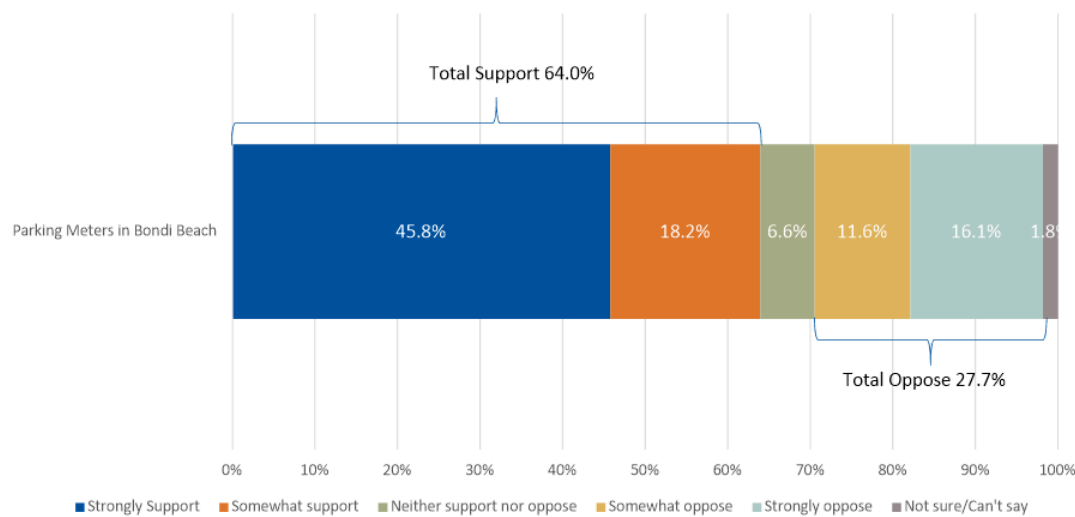


The form of transport used has little impact of the level of support with vehicle users 60.2% in support and those who used other forms 60.7% in support.

Proposal 4 – Support/Oppose By Bondi Beach Parking Meter Users



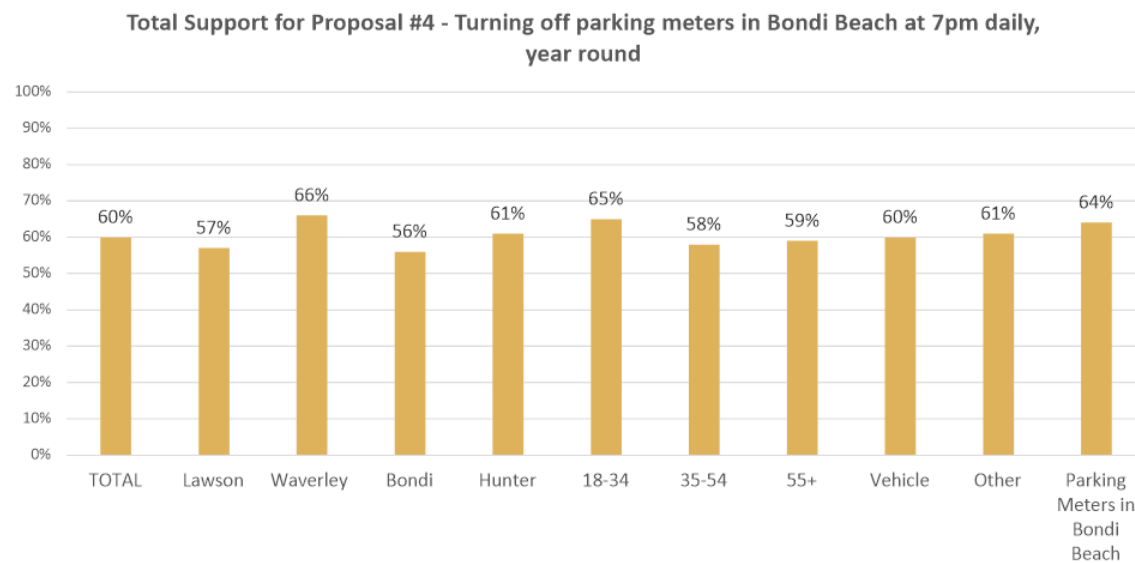
Proposal 4 – Turning off parking meters in Bondi Beach at 7pm daily, year round – By Bondi Beach Parking Meter Users



Bondi Beach Parking Meter users are 64.0% in support of turning off parking meters in Bondi Beach at 7pm daily, year round, and 27.7% oppose this proposal.

6.6% neither support nor oppose.

Proposal 4 – Total Support



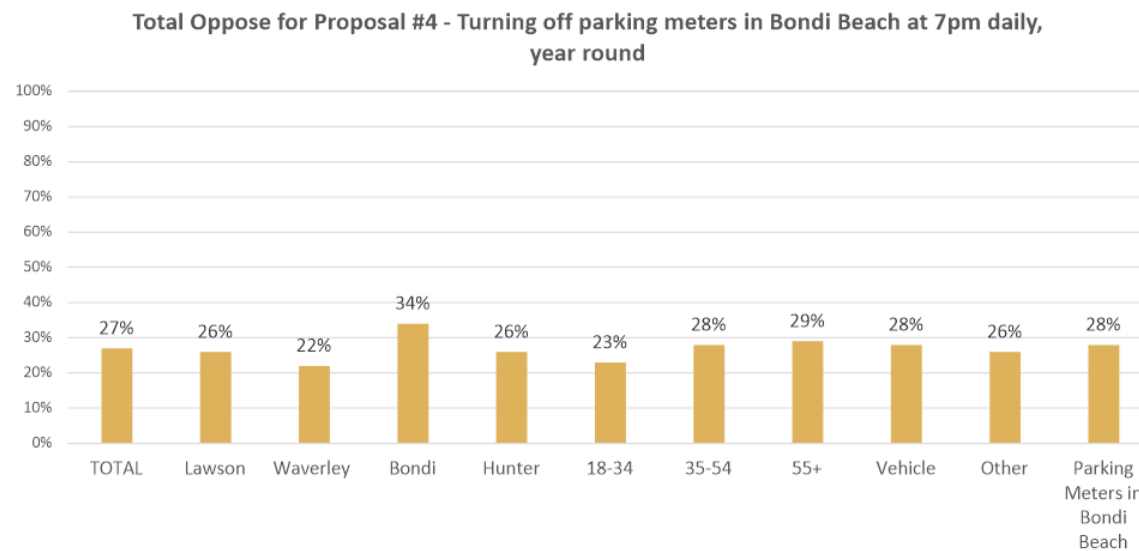
The total support for Proposal 4 is 60%.

This support is higher in Waverley (66%) but lower in Lawson (57%) and Bondi (56%).

It is also higher in the 18-34 age category (65%), and higher among those who use parking meters in Bondi Beach (64%).

It is roughly even across those who use vehicles than those who do not (60%, 61%).

Proposal 4 – Total Oppose

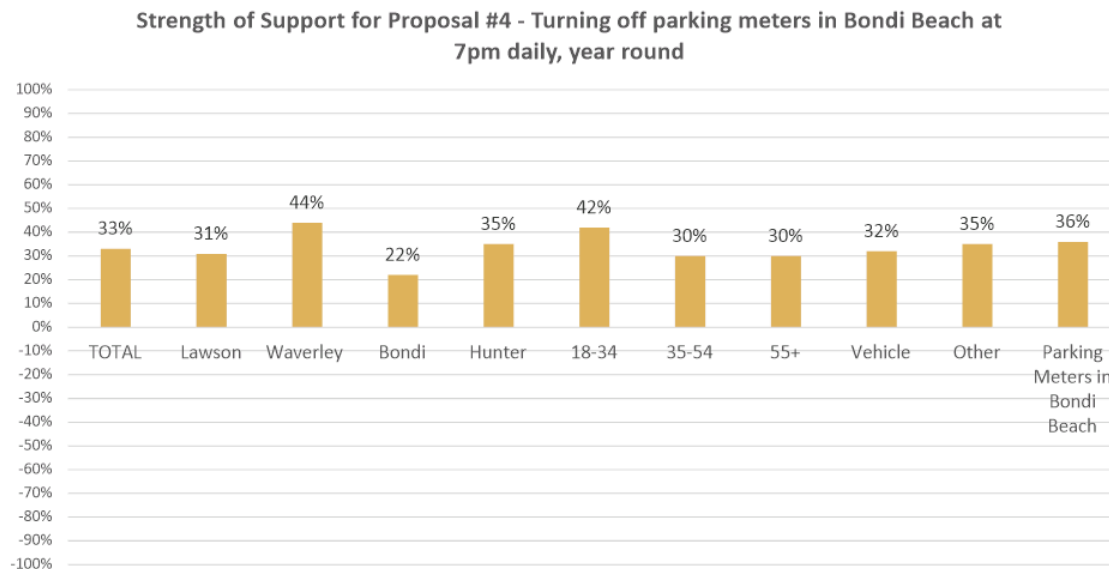


The total oppose for Proposal 4 is 27%.

Total oppose is higher in Bondi (34%).

It is lower for those in Waverley (22%) and in the 18-34 age category (23%).

Proposal 4 – Strength of Support



The strength of support for Proposal 4 is 33%

This is higher in Waverley (44%) and Hunter (35%).

This is also higher in the 18-34 age category (42%) and with those who do not typically use a vehicle (35%).

It is lower in Bondi (22%).

Proposal 4 – Top 6 Reasons for Support



Why do you <u>support</u> turning off parking meters in Bondi Beach at 7pm daily, year round?	
Benefits to local business	26%
It benefits me personally / assists with cost of living	18%
Should be included in rates / benefit to rate payers	17%
Convenient for non residents to visit	17%
Good to have the option if needed	16%
Makes it easier to find a park	7%

"It's good to get the local people into the local businesses in the evenings and entertainment area, it will boost the local night time economy."

"It promotes the area a bit more, the turnover of the parking, promotes the areas. Locals will go out and promote the area and stuff. Because I live in the area, good for guests and visitors visiting you."

"It will boost the local economy with small business and local restaurants thriving after hours, people staying longer."

Proposal 4 – Top 6 Reasons for Oppose



Why do you <u>oppose</u> turning off parking meters in Bondi Beach at 7pm daily, year round?	
Not enough parking spaces available / congestion	35%
Too much loss of revenue	21%
Difficulty for residents / have the right to park near their home	18%
People will abuse it	11%
People should have to pay for parking	8%
People should use cars less / more public transport / walking	6%

"This is a significant source of council revenue, which may affect council's effective operation. I do think it is good to encourage people to come to the area for eating etc. I would support a reduced parking fee, or turning them off at 8pm."

"Bondi Beach is too busy now and this would just add to the problem. There are too many tourists and people would leave their cars for an extended period of time."

"Oppose due to the revenue loss."

Proposal 5 – Description



The next proposed change is **15-minute free parking in metered zones.**

Description read out to respondents:

Council operates a total of 291 parking meters in commercial and residential areas and at its beaches to help manage the demand for parking.

It is proposed Council offers 15-minute free parking in metered spaces. There are different ways to implement this, the most common way is for motorists to print out a ticket for 15 minutes free parking and leave the area after this. Paid tickets for a longer period would not get the 15 minutes free period.

Council believes this will create:

a safe place for residents to drop off and pick up family and friends

free parking for quick local errands

improves access to local businesses that require quick customer turnover

This proposed change may have the following impacts:

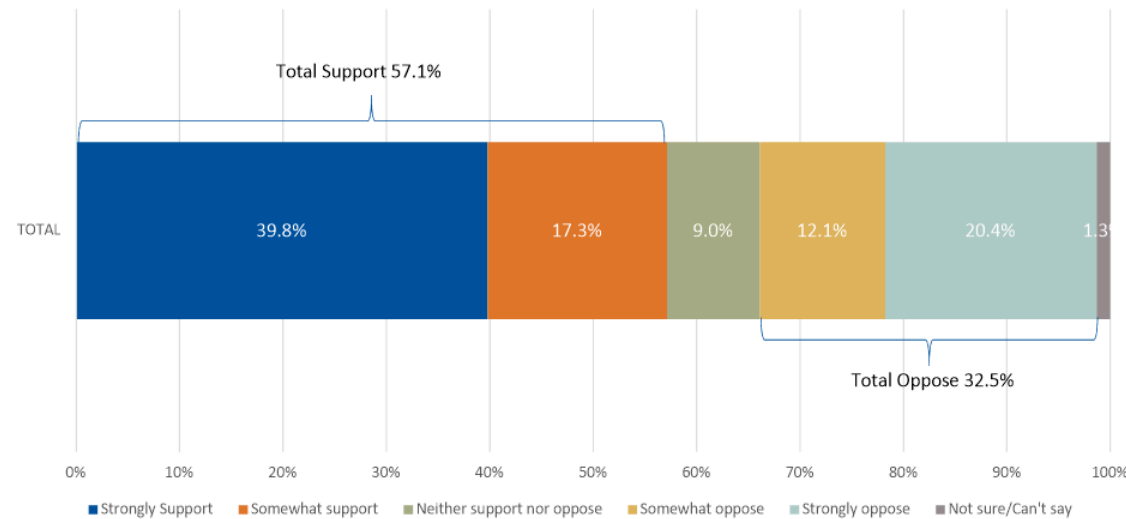
- Potential for motorists to print multiple tickets rather than moving their vehicle leading to minimal turnover
- Could lead to confusion how the free period works in conjunction with other signage and restrictions
- Difficult to enforce as officers cannot check all vehicles after 15 minutes
- Encourages users to drive short distances which they would otherwise walk
-

The total estimated annual cost of this proposed change is \$1.082 million if introduced to all 291 meters (represents a 10% reduction in annual meter revenue based on the City of Sydney model).

Proposal 5 – Support/Oppose



Proposal 5 – 15-minute free parking in metered zones



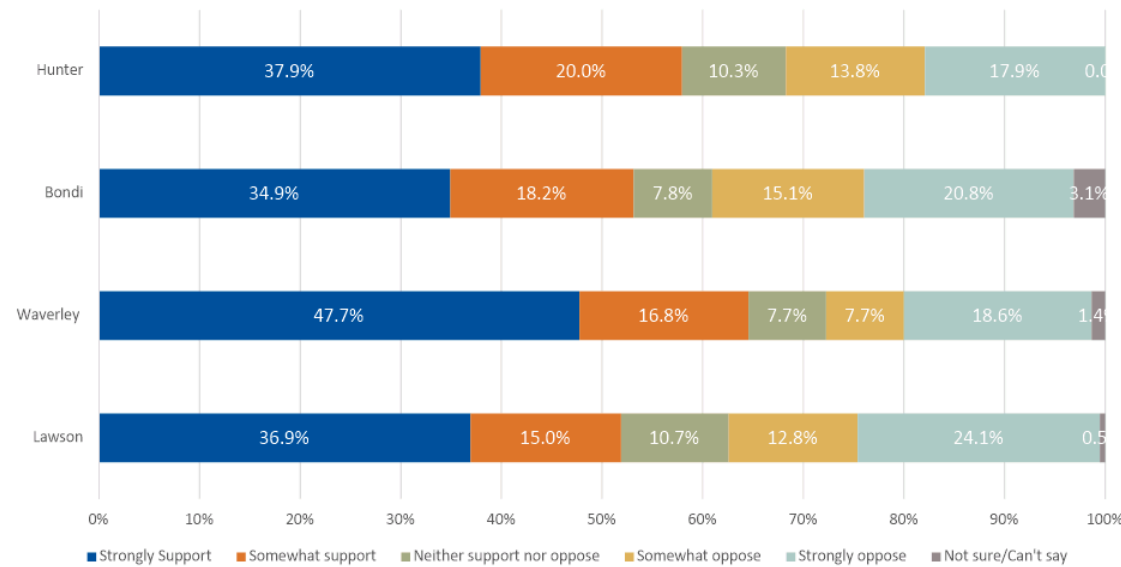
Overall, 57.1% are in support of 15-minute free parking in metered zones. 32.5% oppose this proposal.

9.0% neither support nor oppose.

Proposal 5 – Support/Oppose By Ward



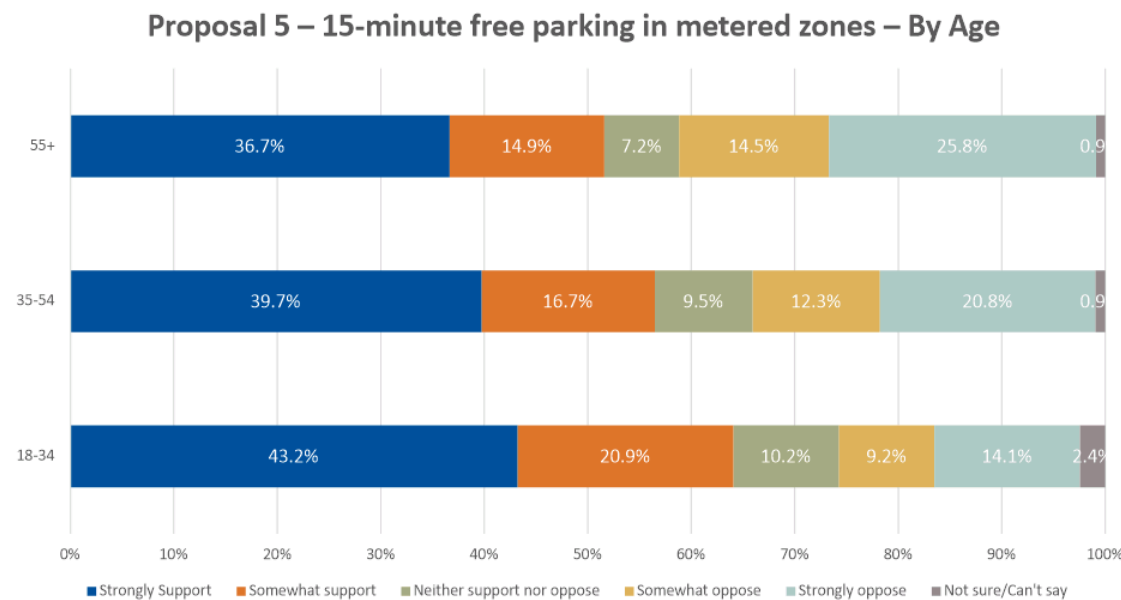
Proposal 5 – 15-minute free parking in metered zones – By Ward



By Ward, support for 15-minute free parking in metered zones is strongest in Waverley with 64.5% and lowest in Bondi with 53.1%.

Opposition to this proposal is highest in Lawson with 36.9% opposing.

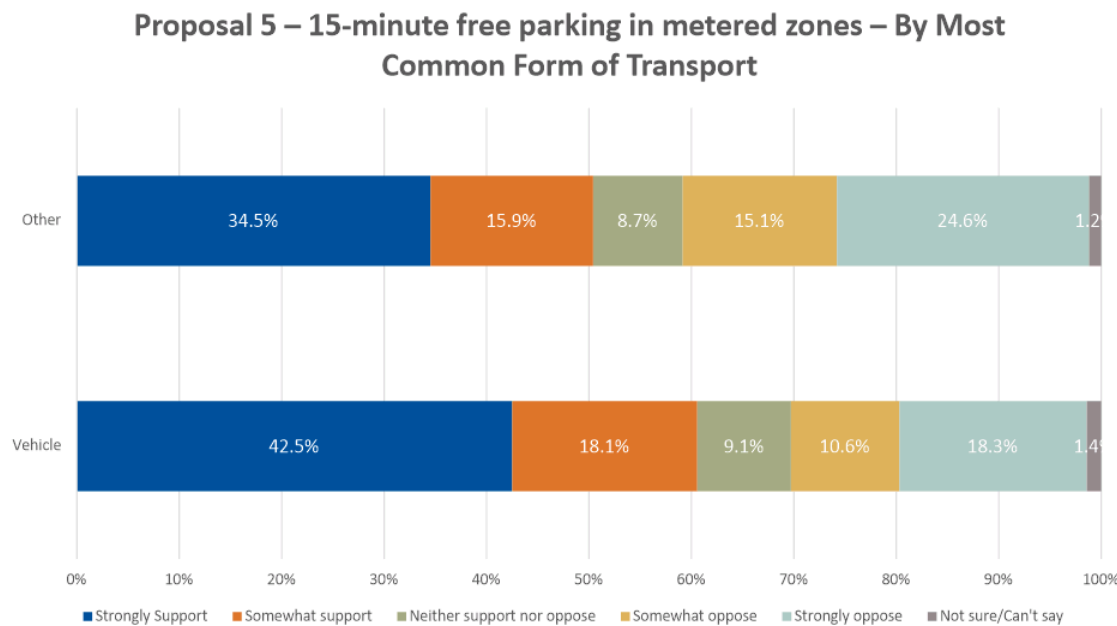
Proposal 5 – Support/Oppose By Age



By Age, the strongest support for 15-minute free parking in metered zones is among those aged 18-34 with 64.1% in support, and lowest among the 55+ age group with 51.6% support.

Opposition to this proposal is strongest among those aged 55+ with 40.3% opposing.

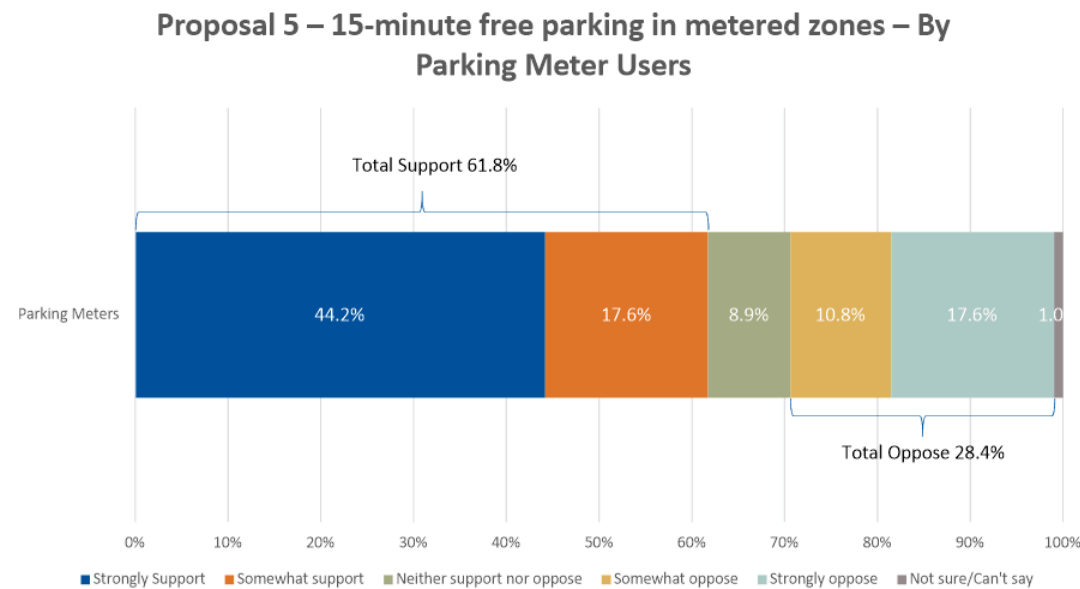
Proposal 5 – Support/Oppose By Most Common Form of Transport



Those who use a vehicle as their most common form of transport are more in support of 15-minute free parking in metered zones with 60.6%.

Those who use another form of transport as their main method are more opposed to this proposal with 39.7% opposed.

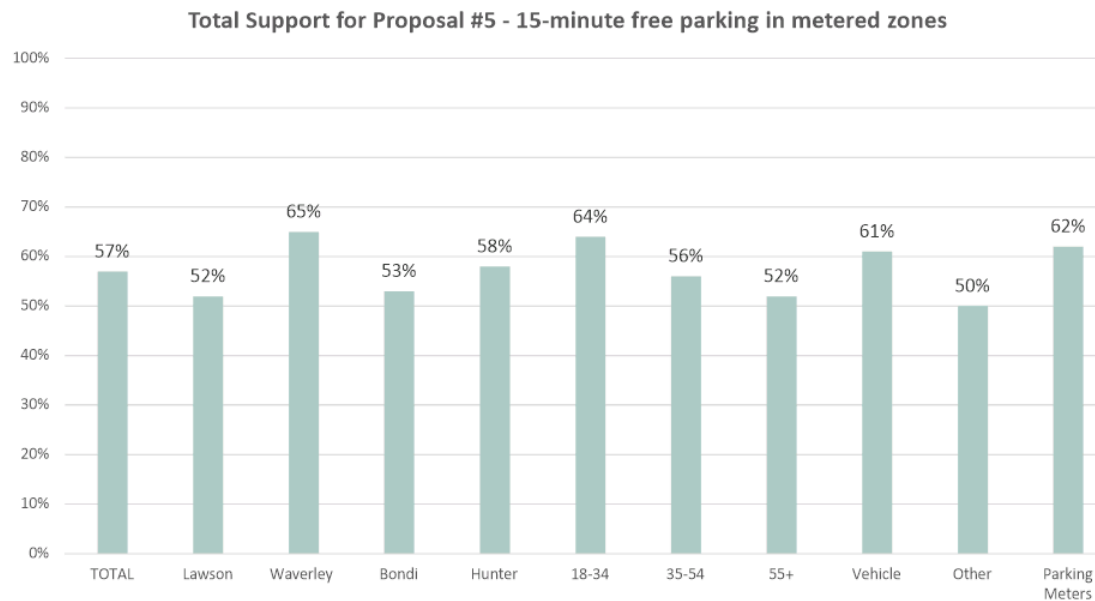
Proposal 5 – Support/Oppose By Parking Meter Users



Parking Meter users are 61.8% in support of 15-minute free parking in metered zones, and 28.4% oppose this proposal.

8.9% neither support nor oppose.

Proposal 5 – Total Support



The total support for Proposal 5 is 57%.

This support is higher in Waverley (65%) but lower in Lawson (52%) and Bondi (53%).

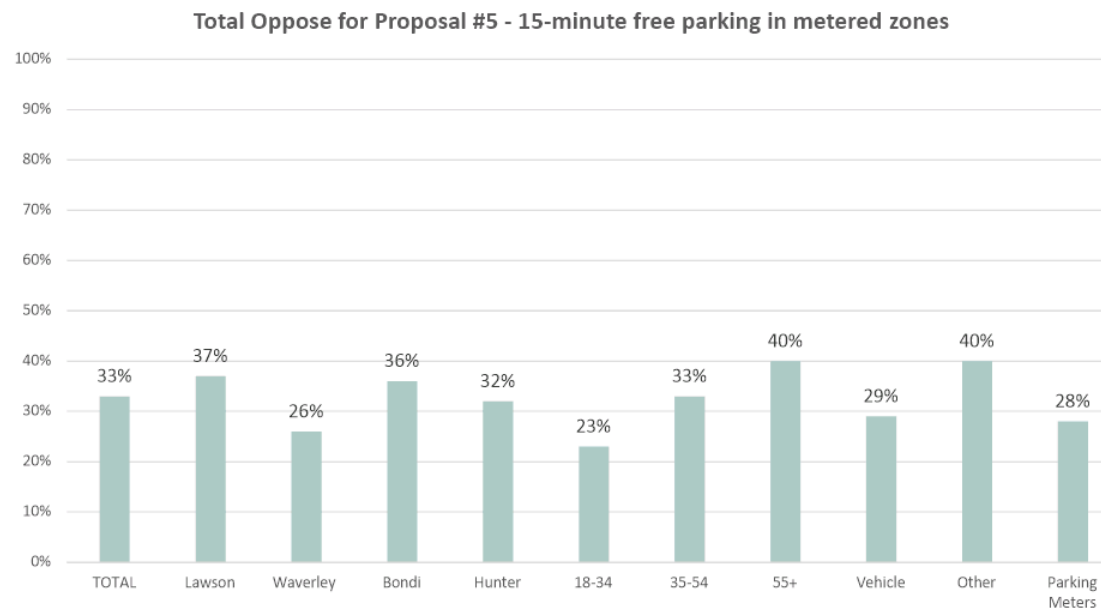
It is also higher in the 18-34 age category (64%) but lower in 55+ (52%).

It is higher for those who travel by vehicle than those do not (61% vs 50%).

Support is also higher amongst those who are current users of parking meters with 62%.

67

Proposal 5 – Total Oppose



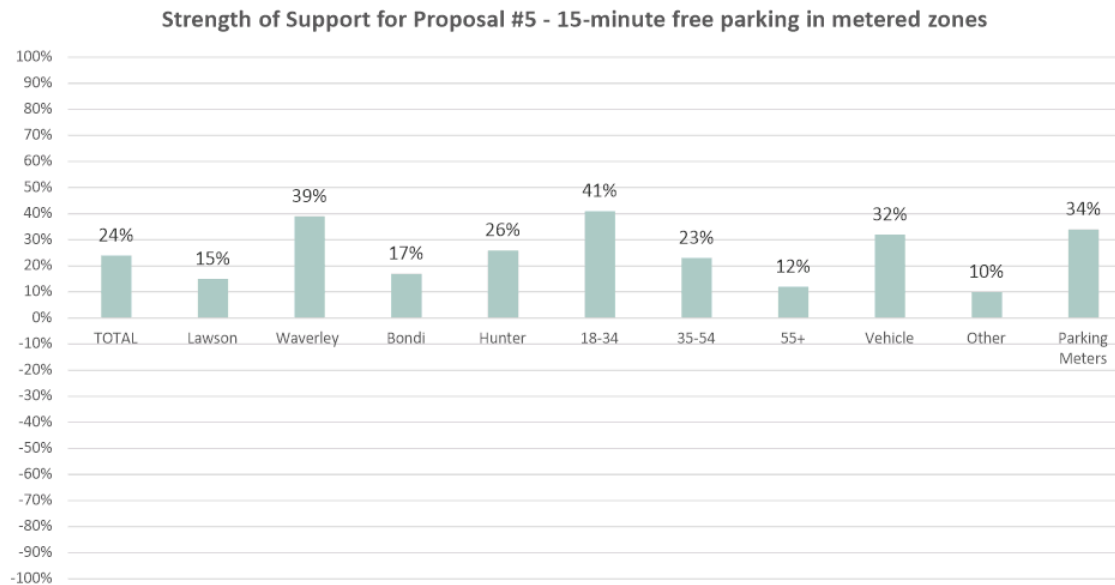
The total oppose for Proposal 5 is 33%.

Total oppose is higher in Lawson (37%) and Bondi (36%).

It is lower for those in the 18-34 age category (23%) but higher in the 55+ category (40%).

Those who travel without a vehicle are more opposed than those who do (40% to 29% respectively).

Proposal 5 – Strength of Support



The strength of support for Proposal 5 is 24%

This is higher in Waverley (39%) and Hunter (26%).

This is also higher in the 18-34 age category (41%) and with those who travel by vehicle (32%).

It is also higher among those who are current parking meters users (34%).

It is lower in Lawson (15%) and Bondi (17%) as well as those who are 55+ (12%).

Proposal 5 – Top 6 Reasons for Support



Why do you <u>support</u> 15-minute parking in metered zones?	
I would like to see this policed	37%
It benefits me personally / assists with cost of living	26%
Longer time than 15 minutes would be good	14%
Benefits to local business	14%
Good to have the option if needed / will make it easier to find a park	4%
Should be included in rates / benefit to rate payers	4%

"The majority of locals need a small timeframe to drop in and pick up one or two items and don't want to take the additional time to fight it out for a space in Westfield. The two times I have been booked I couldn't have been in the space for more than 4-5 minutes."

"It is good for quick stops, picking up, dropping off without having to pay."

"It would support local businesses. I would be more likely to shop on Oxford St if I didn't have to get a ticket just to pop into the butchers."

Proposal 5 – Top 6 Reasons for Oppose



Why do you <u>oppose</u> 15-minute parking in metered zones?	
Difficult to enforce / implement	26%
People will abuse it / reduce turnover	23%
Cost is too high	17%
Not enough parking spaces available / congestion	13%
Too much loss of revenue and 15 minutes is a waste of time	12%
Confusion / Signage issues / may result in fines	12%

“Difficult to fairly implement and easily abused. Discouraged walking. Fair point about picking up relatives/friends, but mobile phones would allow driver to contact person being picked up and then stay with vehicle - so no need to park, only stop kerbside.”

“It can't be policed properly so you would have a lot of people taking advantage of it and being inconsiderate towards others.”

“It will be hard to check and confusing for motorist signage should be more visible and clear to understand especially with truck zones.”

Proposal 6 – Description



The next proposed change is **15 minutes 'drop in' zones near/in local shopping strips.**

Description read out to respondents:

Council operates a total of 291 parking meters in commercial and residential areas and at its beaches to help manage the demand for parking.

It is proposed Council offers 15-minute free parking in dedicated signed spaces close to commercial hubs.

Council believes this will create:

a safe place for residents to drop off and pick up family and friends

free parking for quick local errands

improves access to local businesses that require quick customer turnover

quick and easy parking without a ticket

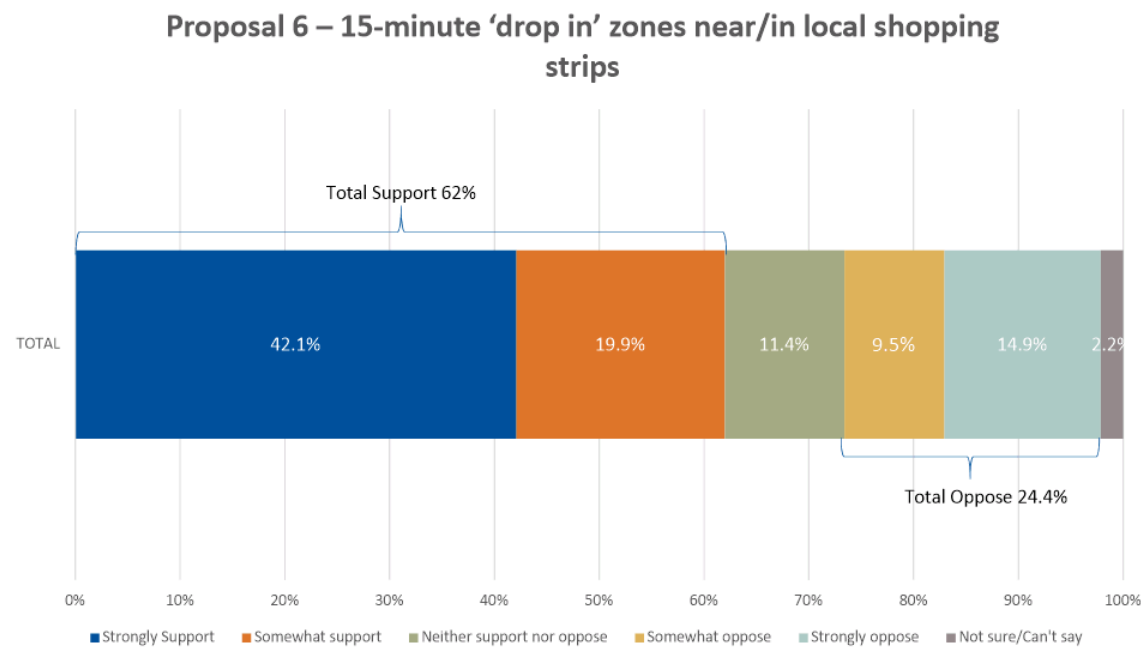
This proposed change may have the following impacts:

- A small number of metered spaces are converted into 15 minute drop in zones
- May encourage users to drive short distances which they would otherwise walk
- Potential to increase traffic circulation with motorists searching for vacant free parking
- Can be easily patrolled therefore encouraging turnover

The total estimated annual cost of this proposed change depends on the number of metered spaces converted into drop in zones. As an example, for 100 spaces in both Bondi Beach and Bondi Junction the estimate annual cost is \$731,600. (For 10 spaces in both Bondi Beach and Bondi Junction the estimated annual cost is \$73,160).

72

Proposal 6 – Support/Oppose



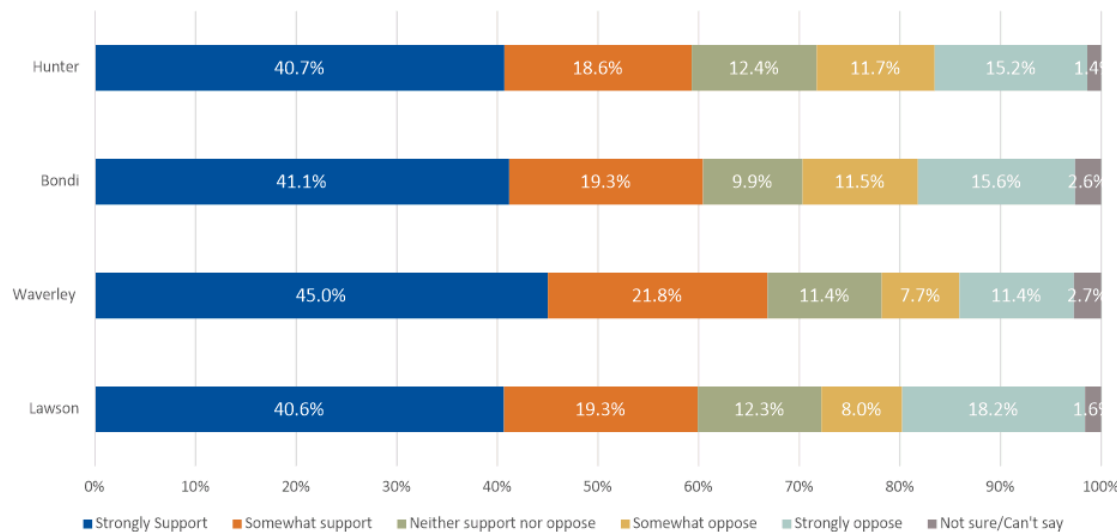
Overall, 62.0% are in support of 15-minute 'drop in' zones near/in local shopping strips. 24.4% oppose this proposal.

11.4% neither support nor oppose.

Proposal 6 – Support/Oppose By Ward



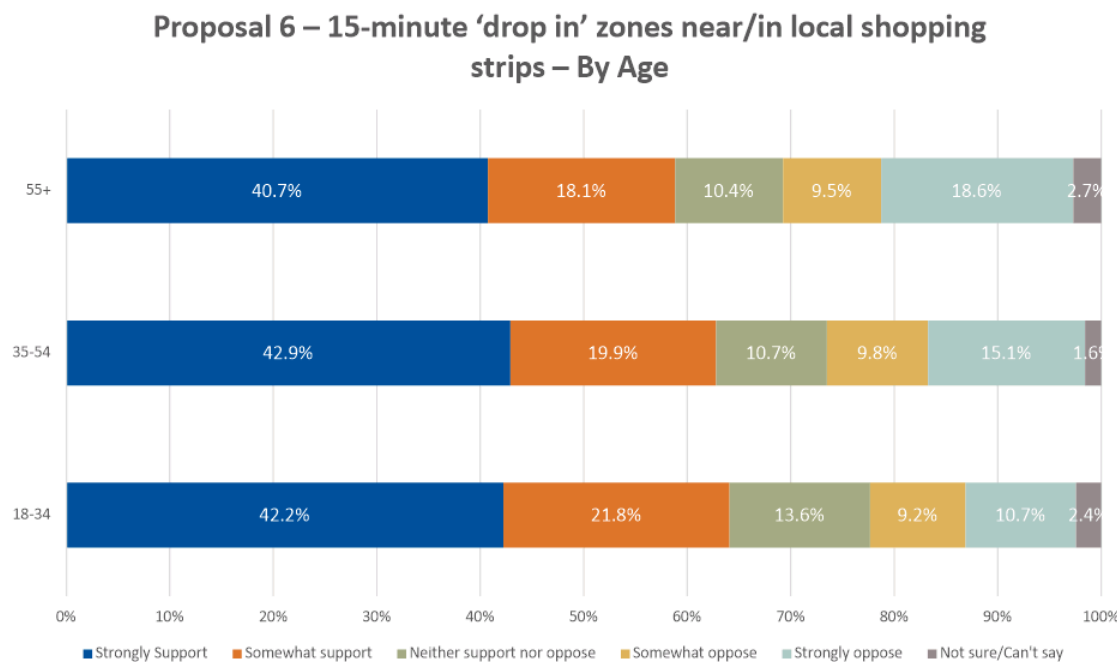
Proposal 6 – 15-minute 'drop in' zones near/in local shopping strips – By Ward



By Ward, support for 15-minute 'drop in' zones near/in local shopping strips is strongest in Waverley with 66.8% and lowest in Hunter with 59.3%.

Opposition to this proposal is highest in Bondi with 27.1% opposing.

Proposal 6 – Support/Oppose By Age



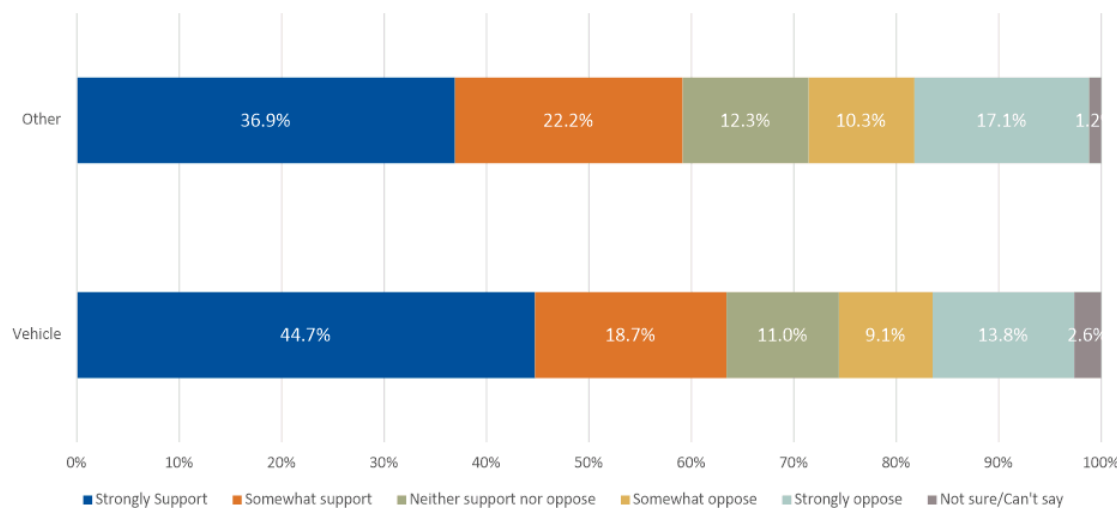
By Age, the strongest support for 15-minute ‘drop in’ zones near/in local shopping strips is among those aged 18-34 with 64.0% in support, and lowest among the 55+ age group with 58.8% support.

Opposition to this proposal is strongest among those aged 55+ with 28.1% opposing.

Proposal 6 – Support/Oppose By Most Common Form of Transport



Proposal 6 – 15-minute ‘drop in’ zones near/in local shopping strips – By Most Common Form of Transport



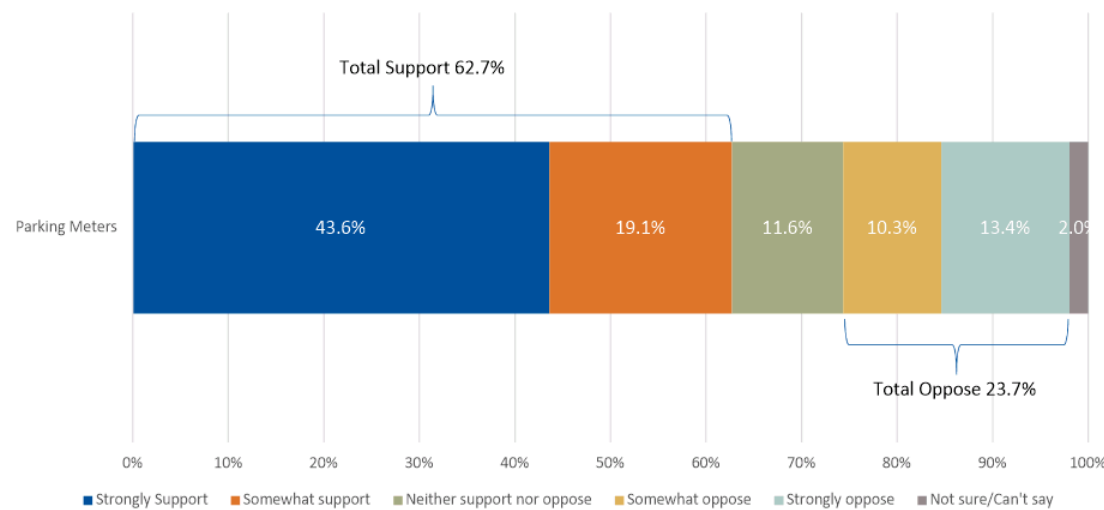
Those who use a vehicle as their most common form of transport are more in support of 15-minute ‘drop in’ zones near/in local shopping strips with 63.4%.

Those who use another form of transport as their main method are more opposed to this proposal with 27.4% opposed.

Proposal 6 – Support/Oppose By Parking Meter Users



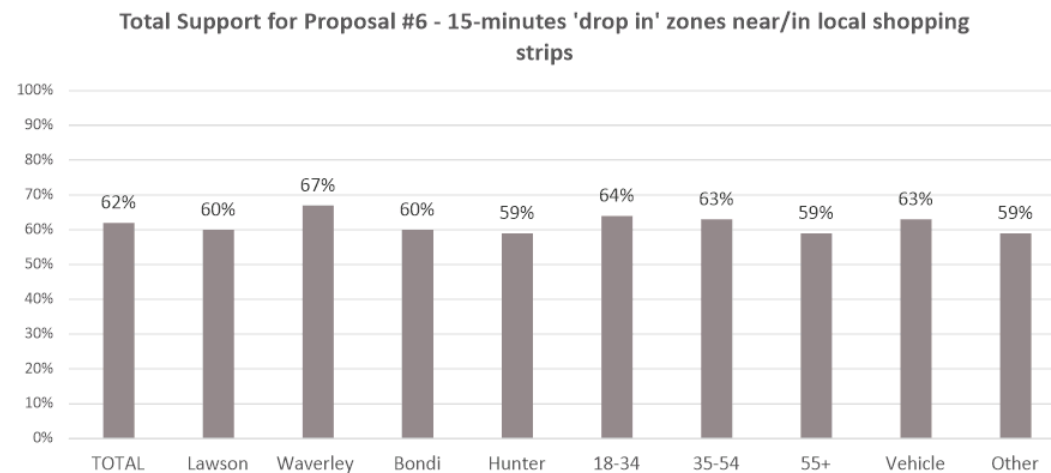
Proposal 6 – 15-minute 'drop in' zones near/in local shopping strips – By Parking Meter Users



Parking Meter users are 62.7% in support of 15-minute 'drop in' zones near/in local shopping strips, and 23.7% oppose this proposal.

11.6% neither support nor oppose.

Proposal 6 – Total Support



The total support for Proposal 6 is 62%.

This support is higher in Waverley (67%) but lower in Lawson (60%), Bondi (60%) and Hunter (59%).

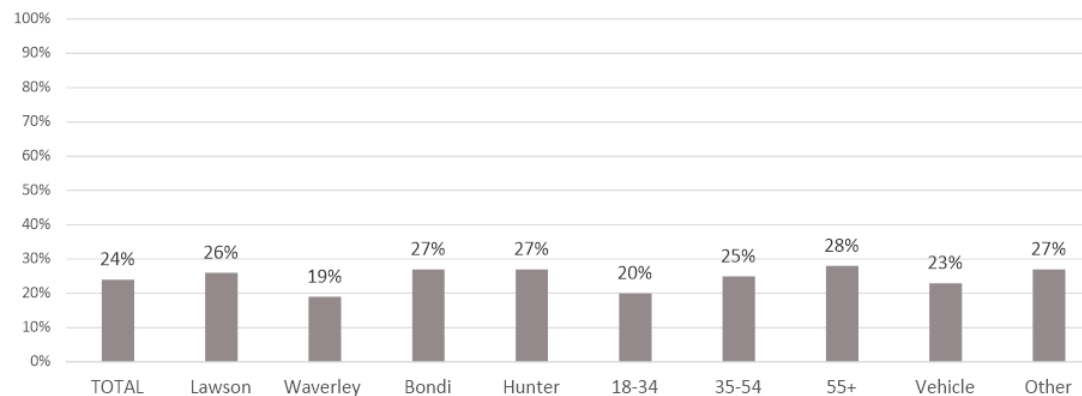
It is also higher in the 18-34 age category (64%) but lower in 55+ (59%).

It is higher for those who travel by vehicle than those do not (63% vs 59%).

Proposal 6 – Total Oppose



Total Oppose for Proposal #6 - 15-minutes 'drop in' zones near/in local shopping strips



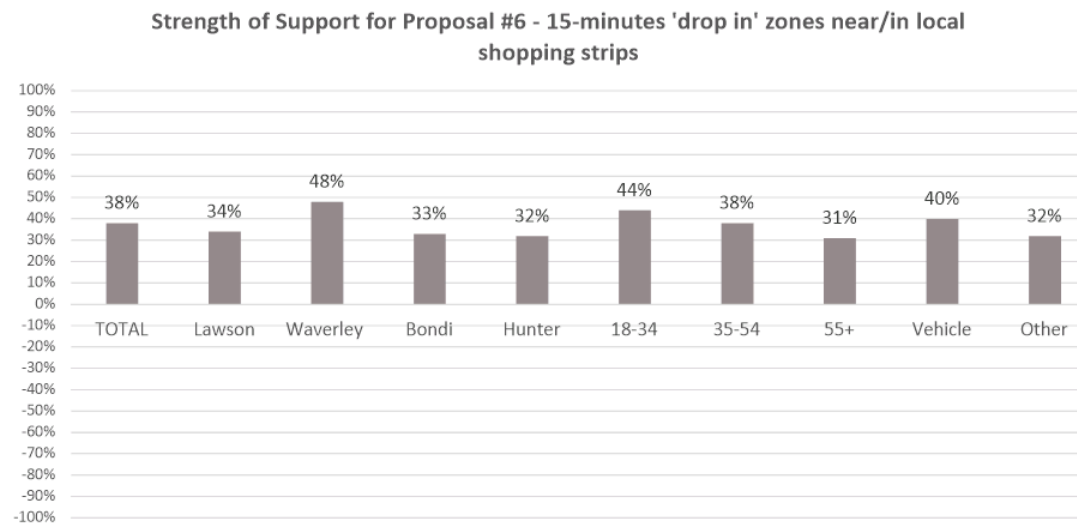
The total oppose for Proposal 6 is 24%.

Total oppose is higher in Lawson (26%) and Bondi (27%) / Hunter (27%).

It is lower for those in Waverley (19%) and in the 18-34 age category (20%) but higher in the 55+ category (28%).

Those who travel without a vehicle are more opposed than those who travel by vehicle (27% to 23%).

Proposal 6 – Strength of Support



The strength of support for Proposal 6 is 38%

This is higher in Waverley (48%) but lower in Lawson (34%), Bondi (33%) and Hunter (32%).

It is also lower in those 55+ (31%) but higher in the 18-34 age category (44%) and with those who travel by vehicle (40%).

Proposal 6 – Top 6 Reasons for Support



Why do you <u>support</u> 15-minute 'drop in' zones near/in local shopping strips?	
Convenience	38%
I support drop off and pickup zones	21%
Benefits to local business	20%
It benefits me personally / assists with cost of living	7%
Turnover of vehicles	6%
Good to have the option if needed	4%

"Sometimes I want to run into a shop or wait for my children to pick something up - its takes more time messing with the meter than I would otherwise spend in the parking spot."

"Because I often drop off my family for public transport and shopping and other things. I often have errands that only take a few minutes up in Bondi Junction."

"This would make it a lot easier for me to get short tasks done in Bondi junction which I avoid to an extent because of the cost of metered parking."

Proposal 6 – Top 6 Reasons for Oppose



Why do you <u>oppose</u> 15-minute 'drop in' zones near/in local shopping strips?	
Not enough parking spaces available / congestion	26%
15 mins is too short/waste of time	26%
Difficult to enforce/implement / system will be abused	23%
People should use cars less / more public transport / walking	14%
Not worth the spending / waste of money	11%
Too much loss of revenue	9%

"If you make Parking fees free, they will be so popular people you will never be able to use them when you need to. People that may have walked will drive and use the free parking. Any sort of free parking will encourage more cars of the road and for people to use less public transport."

"I think it will create more congestion, and I don't think 15 minutes is long enough to complete errands."

"It encourages more people to drive rather than walk and adds to more traffic congestion, especially during peak times."

**action
market
research**

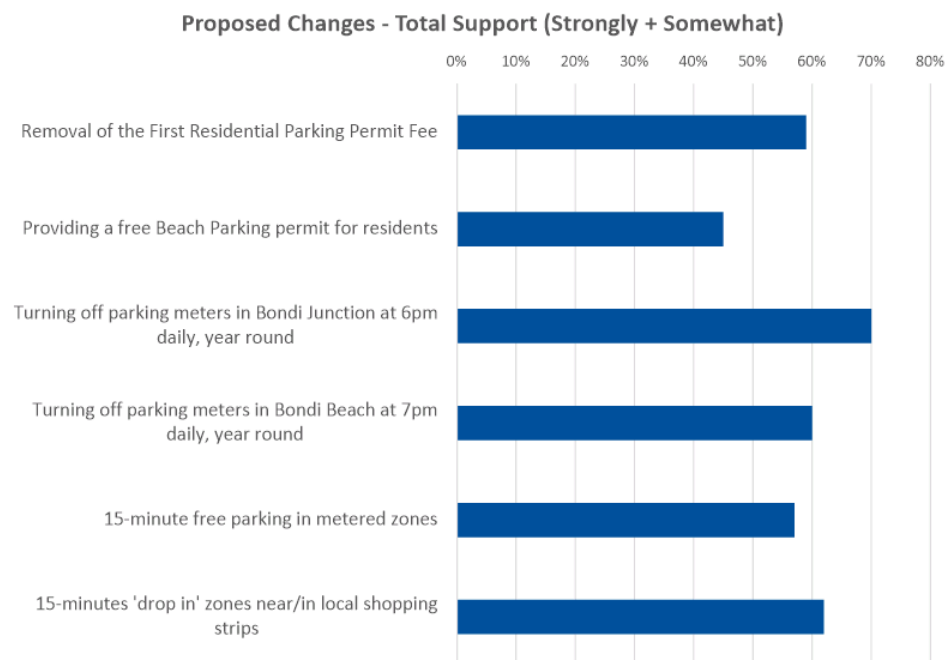


D

Proposed Changes Summary, Proposal Mix and Rank

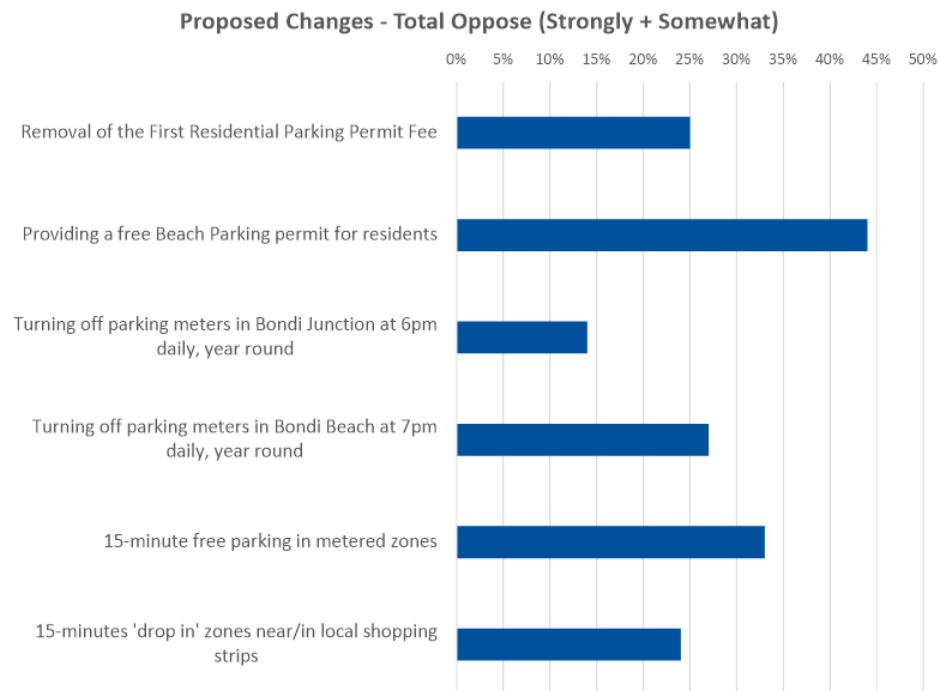
83

Proposed Changes – Total Support (Strongly + Somewhat)



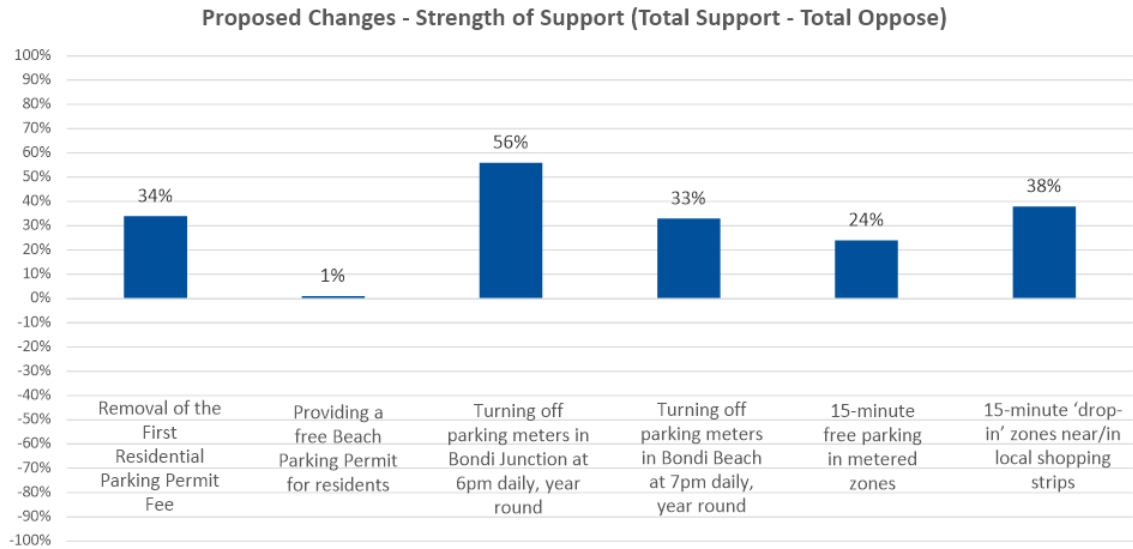
In sum, Proposal 3 “Turning off parking meters in Bondi Junction at 6pm daily, year round” has the highest support by Waverley Council residents, followed by Proposal 6 “15 min drop in zones near/in local shopping strips”.

Proposed Changes – Total Oppose (Strongly + Somewhat)



Proposal 2 “Providing a free beach parking permit for residents” has the highest opposition among all Waverley Council residents.

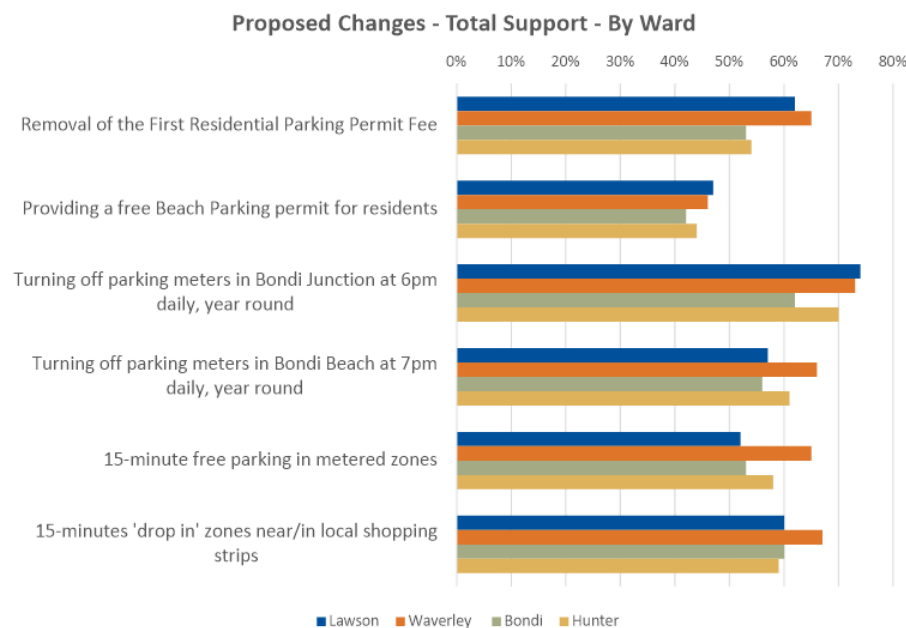
Proposed Changes – Strength of Support (Total Support – Total Oppose)



Proposal 3 “Turning off parking meters in Bondi Junction at 6pm daily, year round” has the highest strength of support by all Waverley Council residents (56%).

Proposal 2 “Providing a free beach parking permit” has the lowest strength of support (1%).

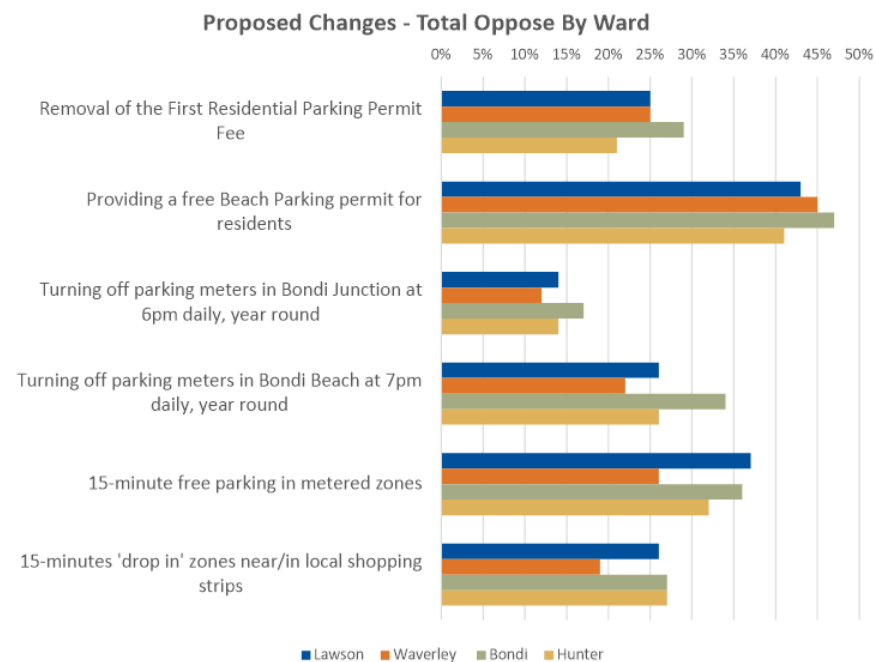
Proposed Changes – Total Support By Ward



When looked at by ward, all wards prefer Proposal 3 “Turning off parking meters in Bondi Junction at 6pm daily, year round” the most.

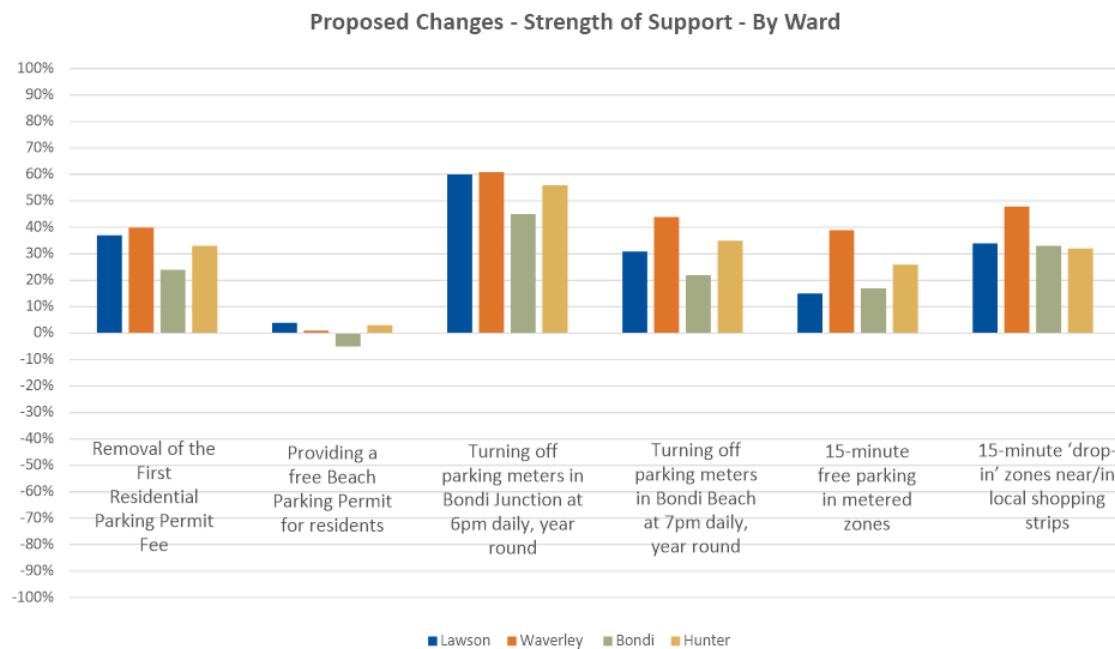
Lawson supports Proposal 3 the most, followed by Waverley, Hunter and Bondi.

Proposed Changes – Total Oppose By Ward



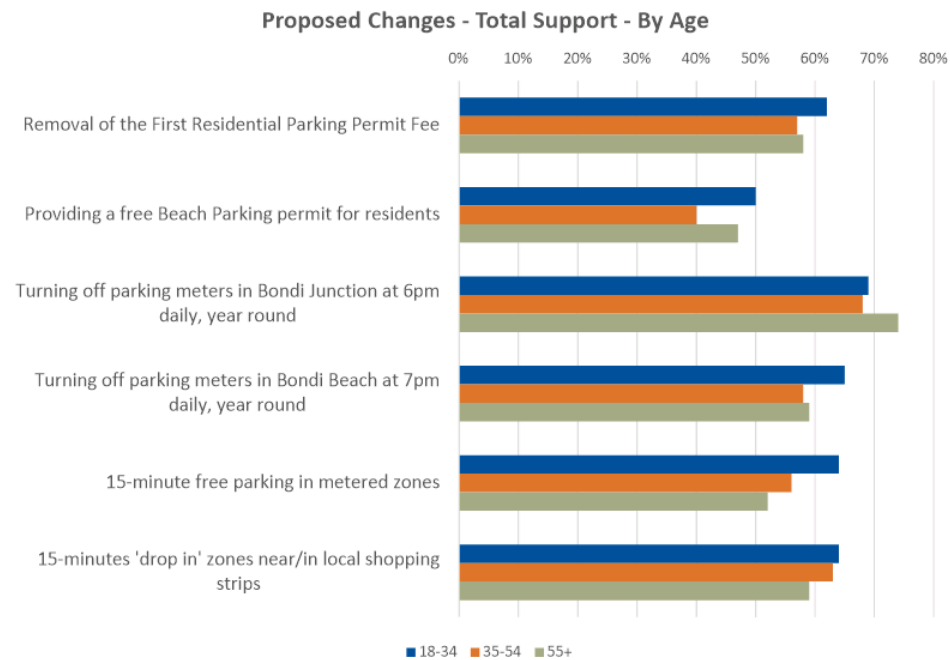
All wards mostly oppose Proposal 2 “Providing a free beach parking permit for residents” with those in Bondi opposing this proposal the most.

Proposed Changes – Strength of Support By Ward



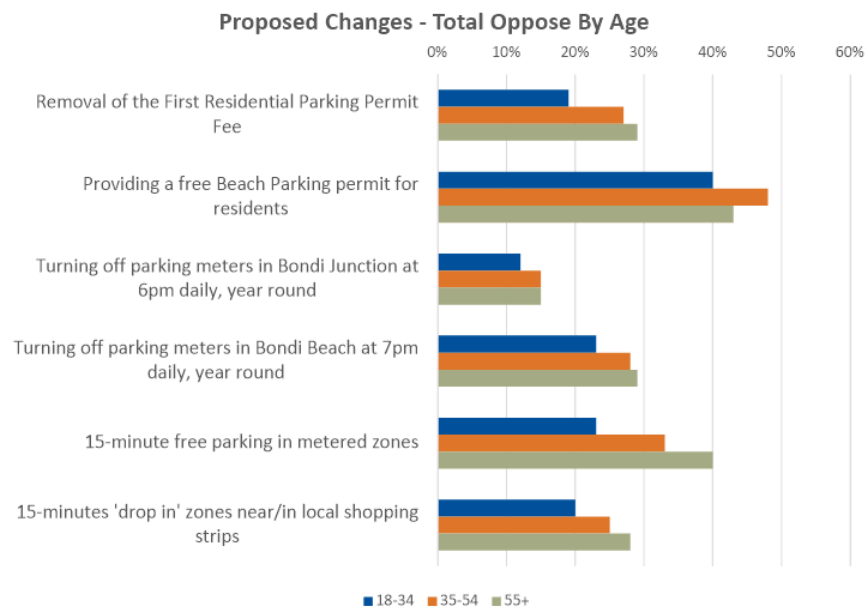
Proposal 3 “Turning off parking meters in Bondi Junction at 6pm daily, year round” has the highest strength of support by all Wards.

Proposed Changes – Total Support By Age



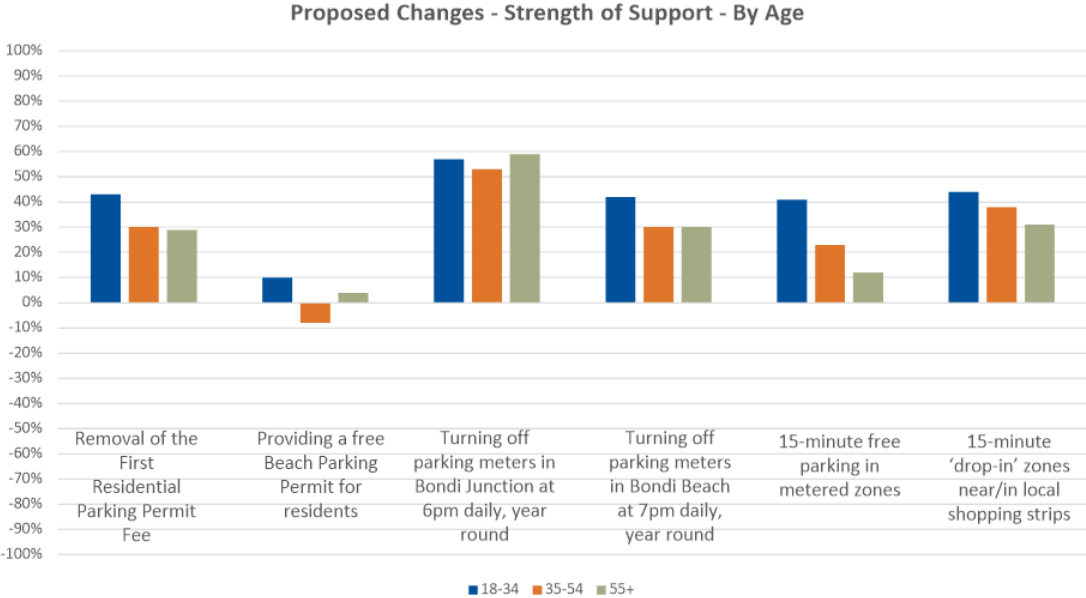
Support for Proposal 3 is also consistent across all ages and highest in 55+, followed by 18-34's then 35-54's.

Proposed Changes – Total Oppose By Age



35-54's most oppose Proposal 2, but so do 55+ and 18-34s.

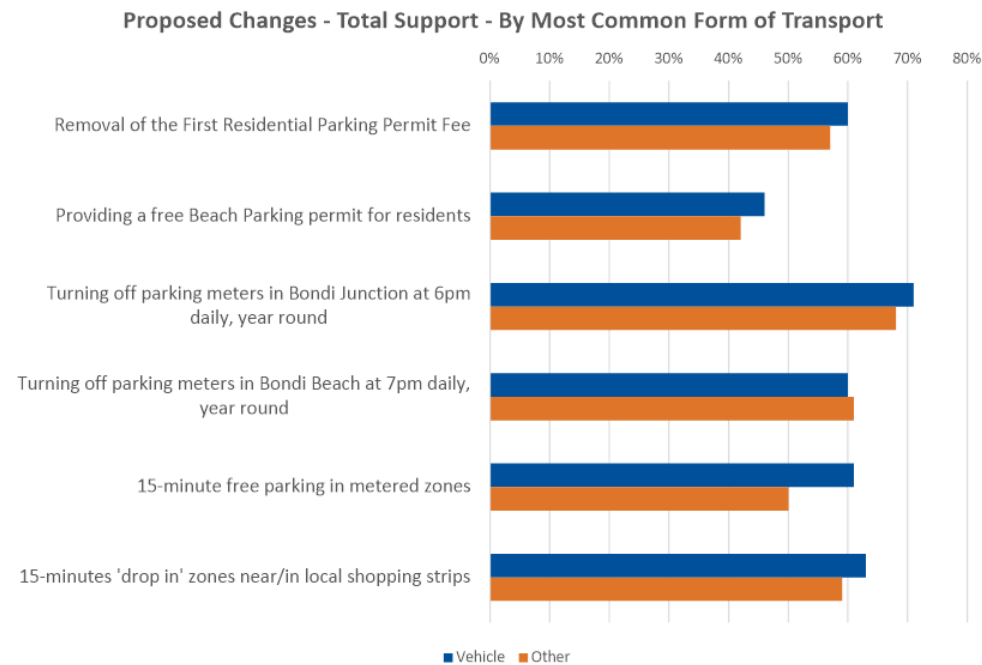
Proposed Changes – Strength of Support By Age



Proposal 3 has the highest strength of support by all ages.

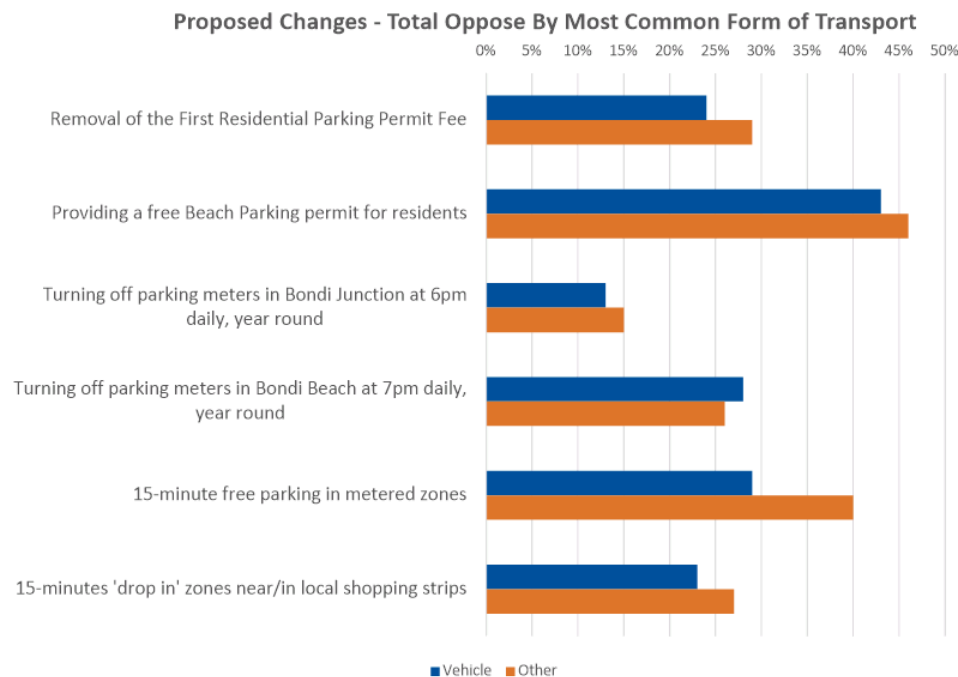
Proposal 2 has the least support.

Proposed Changes – Total Support By Most Common Form of Transport



When looking at these results by most common form of transport used, those who travel by using a vehicle have a somewhat higher support for Proposal 3 than those who do not but there is no significant difference as both groups prefer Proposal 3 the most.

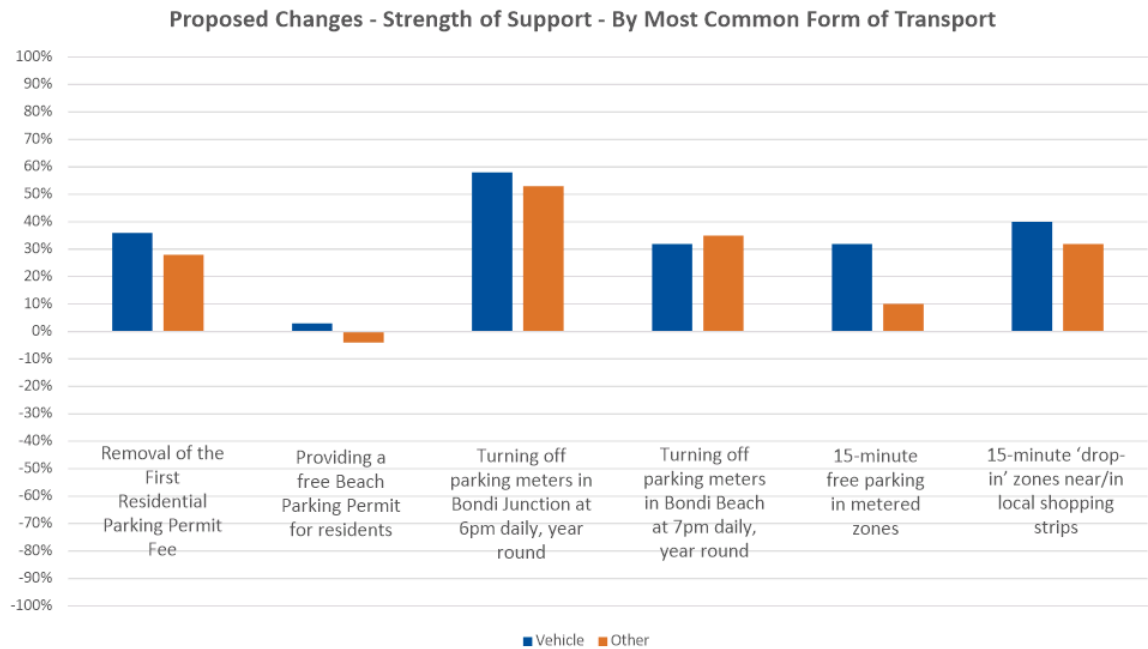
Proposed Changes – Total Oppose By Most Common Form of Transport



Those who do not travel by car strongly oppose Proposal 2 the most, which is echoed by those who use a vehicle when they travel.

Those who do not travel by car also strongly oppose Proposal 5 “15 min free parking in metered zones”.

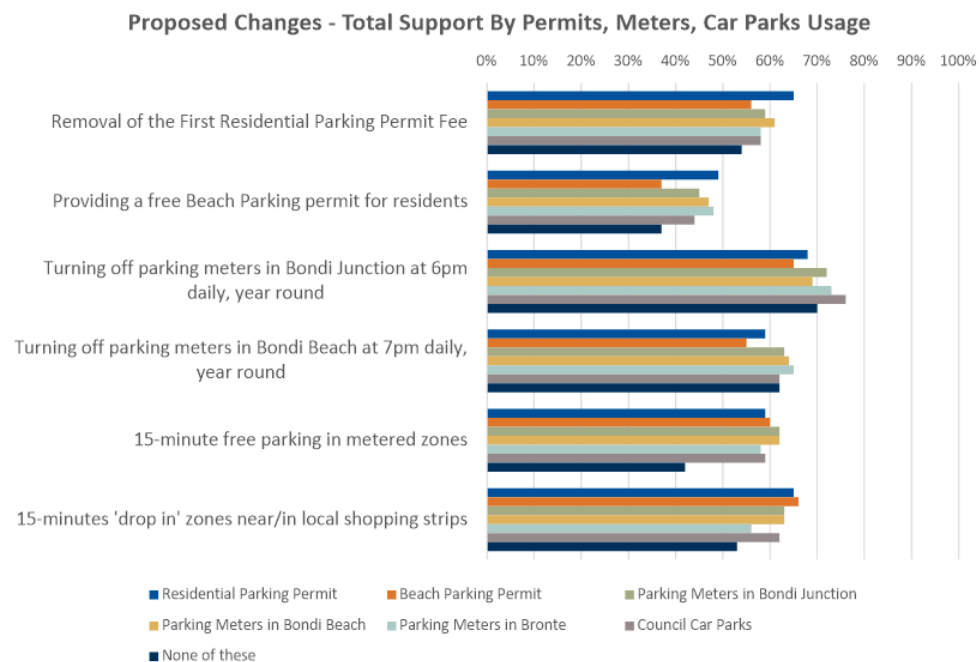
Proposed Changes – Strength of Support by Most Common Mode of Transport



Both people who use vehicles as their most common form of transport and those who do not strongly support Proposal 3 “Turning off parking meters in Bondi Junction at 6pm daily, year round”

There is negative support for Proposal 2 “Providing a free Beach parking Permit for residents” for those who do not use a vehicle.

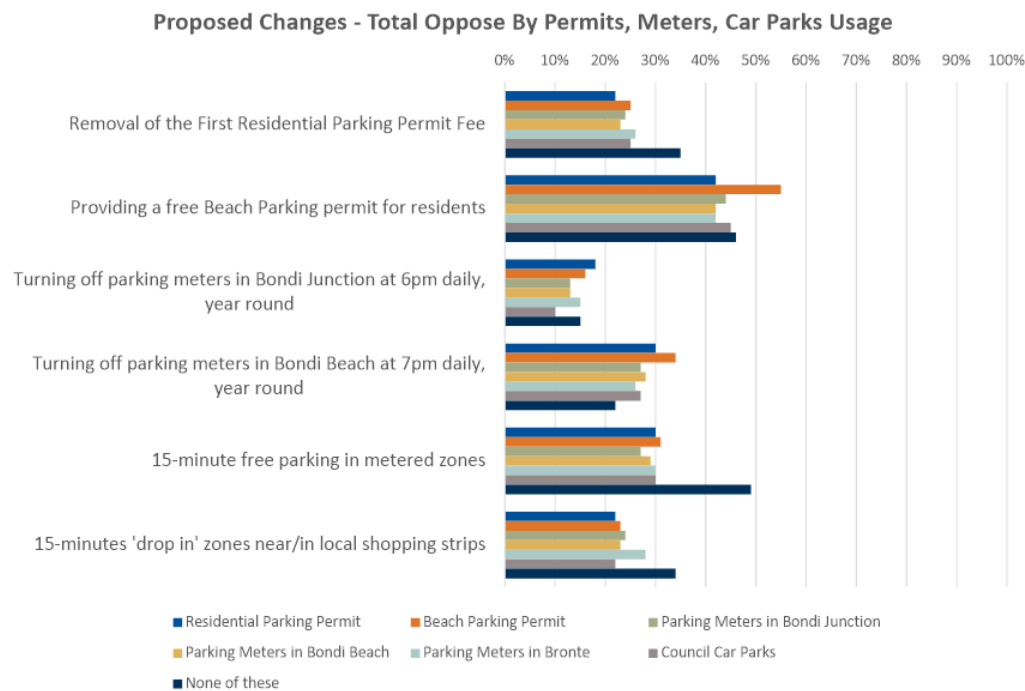
Proposed Changes – Total Support By Permits, Meters, and Car Parks Usage



Parking meter and car park users show the strongest level of support for proposal 3 “Turning off parking meters in Bondi Junction at 6pm daily, year round”.

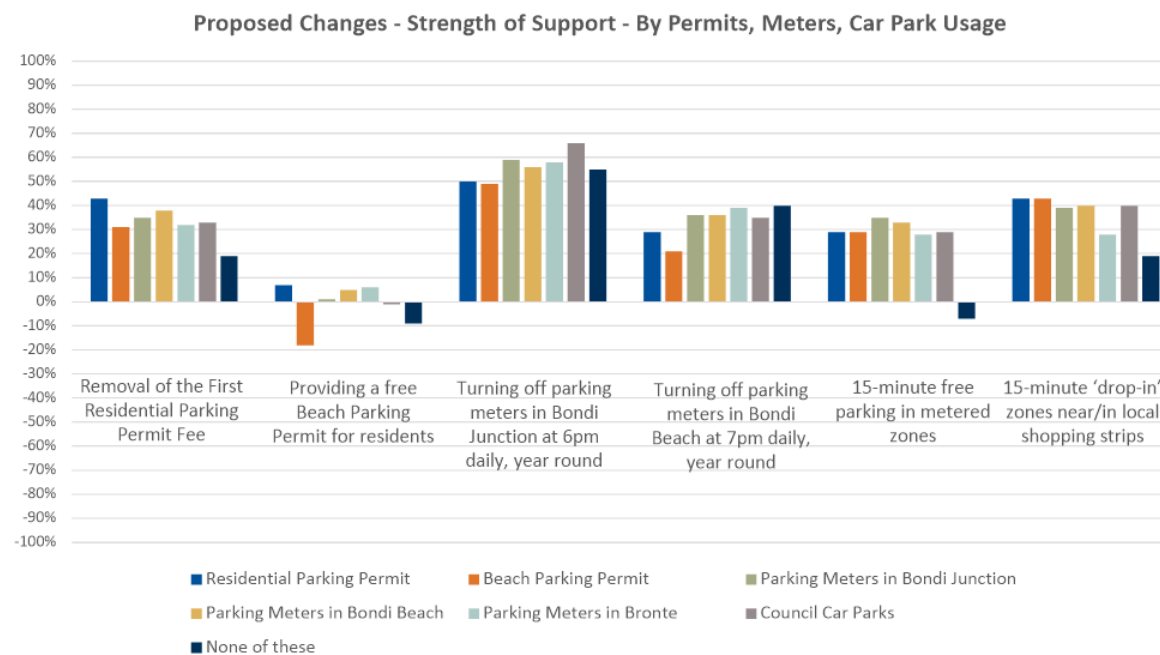
Those who currently use a Beach parking Permit show the lowest level of support for proposal 2, “Providing a free Beach parking Permit for residents”.

Proposed Changes – Total Oppose By Permits, Meters, and Car Parks Usage



Proposal 2 is most strongly opposed by all types of permits, meters and car park usage, but particularly by those who currently have a beach parking permit.

Proposed Changes – Strength of Support By Permits, Meters, and Car Parks Usage



All permit types, meters and car park use show the strongest support for Proposal 3 and the least support for Proposal 2.

Negative support for Proposal 2 “Providing a Beach parking Permit for residents” for those who currently have a beach permit.

Proposed Changes – Proposal Mix Summary and Ranking



Proposal Mix	
None of the proposals	9%
One proposal	7%
Some combination of the proposals	70%
All six proposals	15%
Total	100%
Mean	2.9

When asked how many proposals should be taken up, the majority of respondents suggested “some combination of the proposals” (70%).

Proposal Rankings - Ranked by Strength of Support	Strength of Support (Total Support - Total Oppose, rounded)	Strongly Support	Somewhat Support	Neither Support Nor Oppose	Somewhat Oppose	Strongly Oppose	Not Sure/ Can't say
#3 - Turning off parking meters in Bondi Junction at 6pm daily	56%	46.1%	23.8%	12.8%	4.2%	9.9%	3.2%
#6 - Creating 15-minute 'drop-in' zones near/in local shopping strips	38%	42.1%	19.9%	11.4%	9.5%	14.9%	2.2%
#1 - Removal of the First Residential Parking Permit Fee	34%	43.5%	15.3%	12.2%	9.7%	15.6%	3.6%
#4 - Turning off parking meters in Bondi Beach at 7pm daily	33%	39.8%	20.6%	8.7%	10.6%	16.4%	3.9%
#5 - Creating 15-minute free parking zones in metered spaces	25%	39.8%	17.3%	9.0%	12.1%	20.4%	1.3%
#2 - Providing a free Beach Parking Permit for residents	1%	32.0%	12.8%	9.8%	14.5%	29.7%	1.2%

99

**action
market
research**

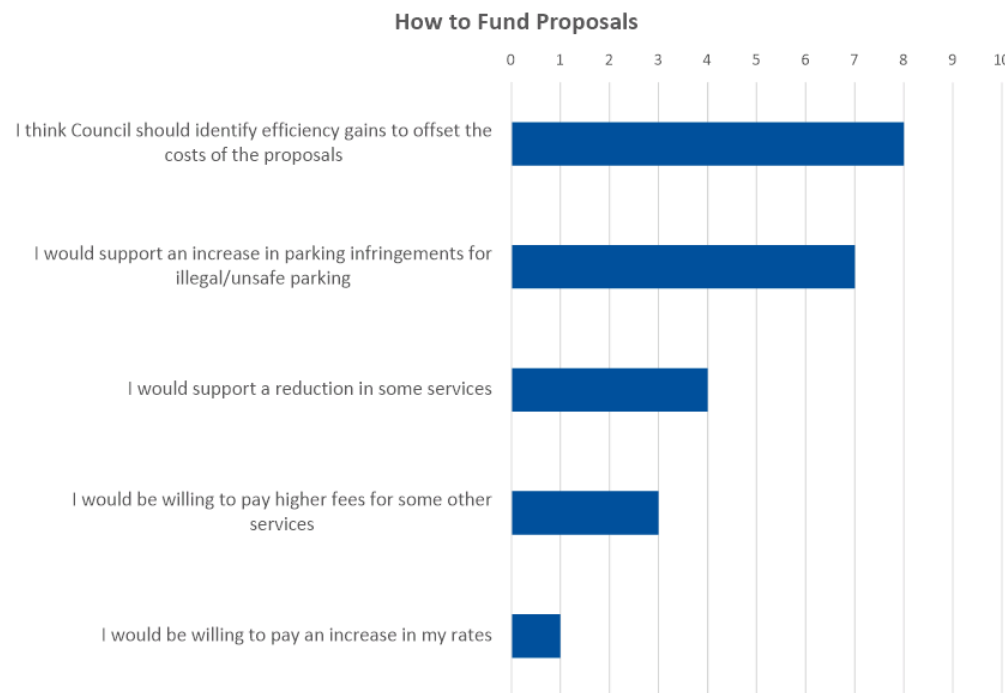


E

How to fund, Other Funding/Improvement Suggestions

100

How to fund Proposals - Overall



Waverley Council community would prefer Council to fund the proposals through efficiency gains, or through increasing parking infringements for illegal/unsafe parking.

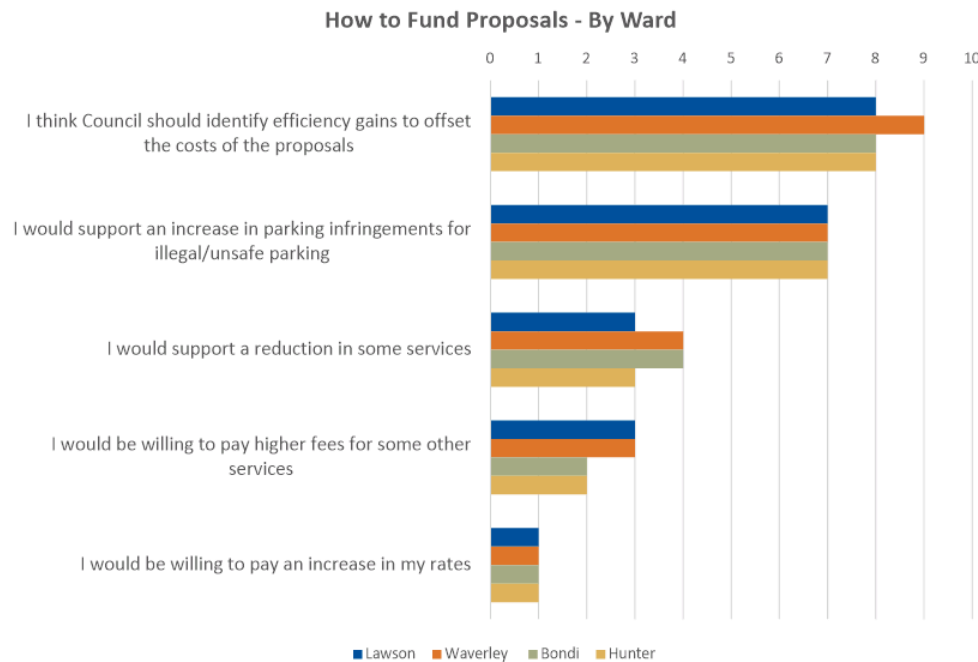
The community would not be willing to have an increase in their rates, or to pay higher fees for other services.

Base: All Respondents (n=744)

Source: A4A. Thinking about how Council would fund the proposals, do you agree or disagree with the following statements. Please use a 1-10 scale, where 1 means 'I strongly disagree with this statement' and 10 means 'I strongly agree with this statement'.

101

How to fund Proposals – By Ward



A similar result is achieved across each Ward, with the funding for these proposals to be achieved through efficiency gains, or increasing parking infringements for illegal/unsafe parking.

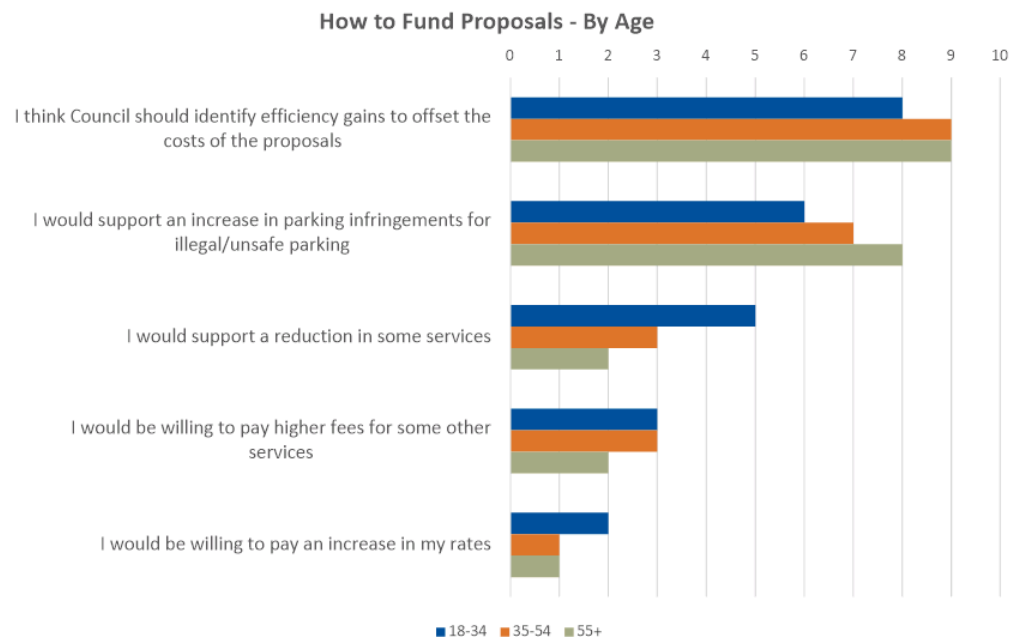
All Wards are strongly against an increase in rates, or paying higher fees for services.

Base: All Respondents (n=744)

Source: A4A. Thinking about how Council would fund the proposals, do you agree or disagree with the following statements. Please use a 1-10 scale, where 1 means 'I strongly disagree with this statement' and 10 means 'I strongly agree with this statement'.

102

How to fund Proposals – By Age



When reviewing the results by age, we see those 18-34 are less in agreement with increasing parking infringements, and are more willing to support a reduction in some services.

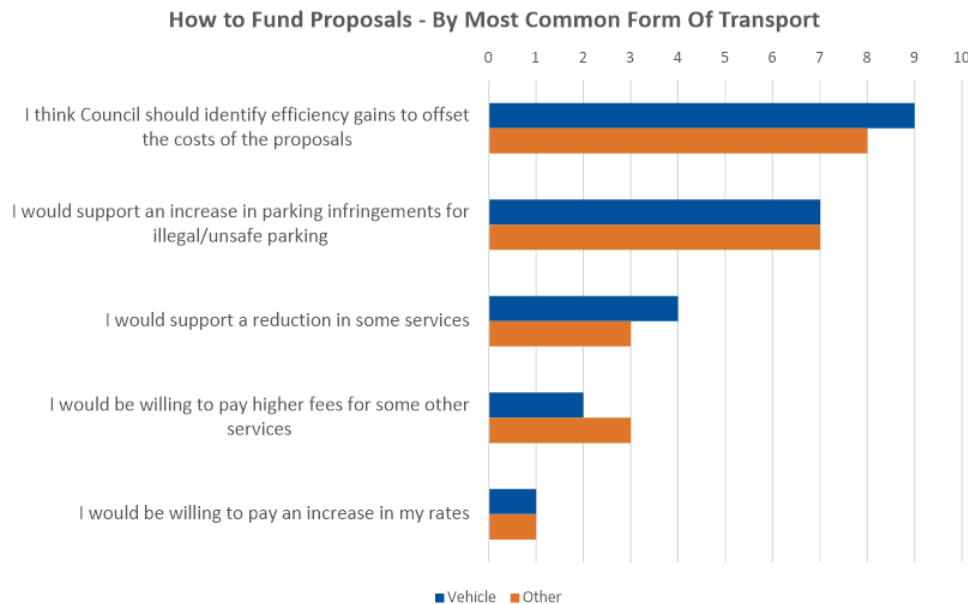
Those aged 55+ are more in support of increasing parking infringements for illegal/unsafe parking.

Base: All Respondents (n=744)

Source: A4A. Thinking about how Council would fund the proposals, do you agree or disagree with the following statements. Please use a 1-10 scale, where 1 means 'I strongly disagree with this statement' and 10 means 'I strongly agree with this statement'.

103

How to fund Proposals – By Most Common Mode of Transport



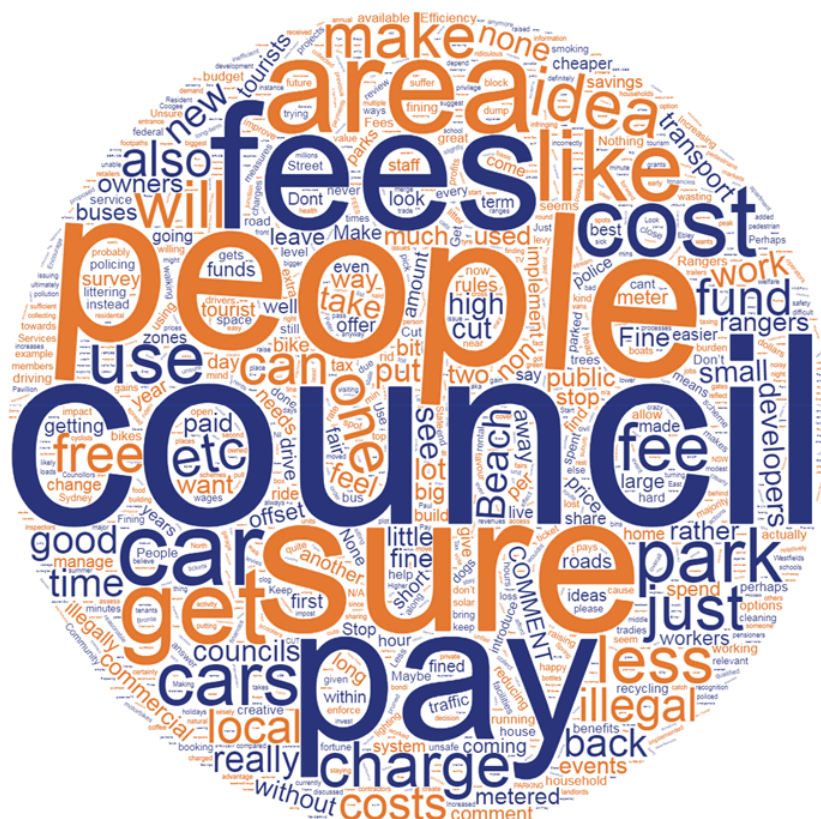
The mode of transport result mirrors the overall outcome, with funding to come from Council finding efficiency gains, and an increase in parking infringements for illegal/unsafe parking as the highest mentions.

Base: All Respondents (n=744)

Source: A4A. Thinking about how Council would fund the proposals, do you agree or disagree with the following statements. Please use a 1-10 scale, where 1 means 'I strongly disagree with this statement' and 10 means 'I strongly agree with this statement'.

104

**action
market
research**



Don't know	38%
Be more efficient / cost effective / efficiency gains	16%
Revenue raise / increase in parking infringements or illegal activities / the cost of fines / penalties	12%
Council should take a wage cut / cut services / cut down number of council workers and contractors	7%
I am opposed to these proposals	6%
Charge non-residents only / residents shouldn't have to pay	6%
Increase cost of car parks / metered parking	4%
Don't increase fees / permit parking costs / rates	4%
Tax big business / businesses in general / ride sharing businesses	3%
Increase or charge permit fees / first car, second car or boat permit fees needed	3%

CM/7.3/18.05- Attachment 2

How else do you suggest that Council best fund these proposals? (what other fees could be increased or services reduced?)



"They could reduce wasteful spending - there is new seating at the top of Spring Street. The previous seating was okay. Why they had to pull it out, I don't know. Wasteful spending like that is what they need to stop. In the Mall, there is a lot of fancy lighting which is not necessary. That's another waste of spending. I would also like that council members need to spend their own money on expenses and then need to submit the receipt and get it approved by an independent body before they get their expenses reimbursed. We have to do that for our craft group so they should have to do that as well."

"I feel that parking infringements would be the best way to go. Increase parking fees per hour. Look at where savings could be gained, or services that may indeed cost more but it really does depend on the options provided."

"Find some efficiencies. We already pay plenty in fees and charges."

"Increased efficiency by making sure they are getting value for money in all the services they supply. we get very few services here other than garbage collection."

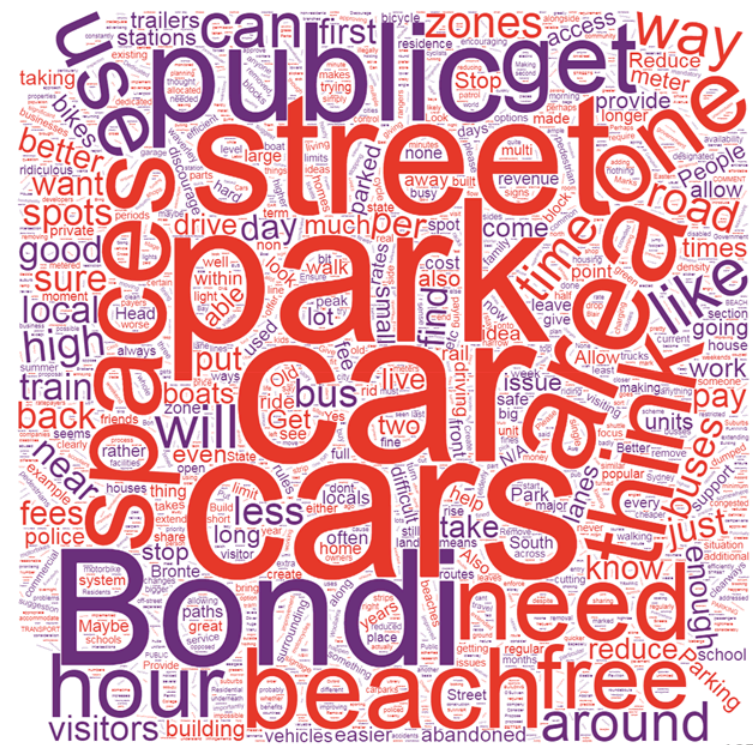
"Making the council more efficient is one which is what we have just been asked. Around the rubbish and recycling effort, maybe educating more people and bring the cost of that down. Making the ratepayers more responsible, how we use that service."

"More cars need to be booked for parking infringements. In the 30 years I have lived in the area never see parking inspector, I actually give up calling the parking ranger, could make a fortune each day booking illegally parked cars, motor bikes in St Thomas St, McPherson St, Chesterfield PDE/ Lane way, Arden St. Simple exercise to do."

Other Suggestions on how to improve parking in Waverley?



No suggestion provided	27%
Multi-storey or underground car park needed / more car parking needed	13%
Better public transport needed / encourage public transport	12%
Infrastructure related / development planning requirements to include parking / development levies or fees needed / Stop approving high rise buildings	10%
Better cyclist, motorbike, scooter, walking routes infrastructure	7%
Parking time restriction related	6%
Revenue raise / increase in parking infringements or illegal activities / the cost of fines / penalties	6%
Cheaper parking / free parking areas needed	5%
Increase in Residential parking permits per household	4%
Clear parking lines needed on the roads	3%



107

How else do you suggest that Council best fund these proposals? (what other fees could be increased or services reduced?)



"Bondi Road should have small parking area for shoppers, good for shops and business."

"I think there could be some parking structures built for residents, small car parks built."

"More bike lanes and public transport and not privatising any more bus routes and reinstating the 378 bus."

"There should be a lot more public transport then we would not have to have a car. Introduce light rail or other public transport. More bicycle lanes."

"Tighter control measures over real estate companies with consideration for parking for new residents who occupy these apartments. How does the Council expect people to leave there jobs to go feed a parking meter."

"Work with Sydney Trains/State Transit/Sydney Buses to actively encourage Use of Public Transport."

Summary and Recommendation



The proposal to turn off parking meters in Bondi Junction at 6pm daily, year round is the most preferred proposal among the six tested.

The proposal to provide a free beach parking permit for residents is the least preferred proposal among the six tested.

Residents would prefer a mix of the six proposals implemented, and for these to be funded through efficiency gains in Council and increasing the parking infringements for unsafe/illegal parking, and not through higher rates or higher fees for services.

We recommend Waverley Council implement Proposal 3 as a first priority and Consider Proposal 6 and 1 as additional possibilities since most residents would like to see a combination of proposals implemented.

