

# CAR PARKING MANAGEMENT STUDY – COMMUNICATIONS AND ENGAGEMENT FRAMEWORK – Summary

## Purpose

- » Provide opportunities for the community to gain an understanding and balanced review of the key findings and recommendations of the Hornsby Shire Car Parking Management Study at a precinct level (where applicable)
- » Work with the community to ensure their issues (concerns, needs and desires) are directly reflected in the development of car parking management recommendations
- » Provide feedback to the community on how their input influenced car parking management decisions

## What success looks like:

- » Increased community awareness and understanding of car parking management issues
- » Understanding of community reactions, issues and solutions to car parking management matters at a precinct level
- » Achieving common ground on car parking management solutions
- » Community report confidence in the engagement process
- » A clear understandable rationale is developed to assist Council decision-making
- » Wider Community is updated on car parking management improvements

## Collateral to support engagement

- » Fact Sheets
- » Letters and emails to stakeholders
- » Website
- » Pop-up stalls, displays, open days
- » Advertisements, media releases
- » Workshops, focus groups, stakeholder interviews
- » Surveys (phone and online)
- » Social media posts

## Objectives

- » Share with the community technical information to provide them with an understanding of car parking management issues
- » Explore car parking management recommendations at a precinct level to gain a greater understanding of community perspectives, concerns and solutions
- » Document the outcome of the community engagement to provide Council with feedback to inform the decision-making process

## Likely concerns

- » Significant change to local car parking management
- » Potential for controversy or conflict at the local level
- » Understanding of car parking management issues and inter-relationships

## Mitigation strategies

- » Clear and concise information on car parking management
- » Community engagement focused at a precinct level to enable in depth discussion and understanding of local car parking management options
- » Ensuring community engagement is open and inclusive

## Future Car Parking Management Engagement

Engagement will focus on working with the community to explore options to improve car parking management concerns. The Car Parking Management Study details numerous key findings and recommendations to improve car parking management across the Shire. Engagement with the community regarding these matters will utilise communication and engagement tools that facilitate broader community involvement i.e. surveys, website, social media. For car parking recommendations that are precinct focused communication and engagement tools will be utilised that maximise the opportunities for the relevant local community to participate in the development of Precinct Street Parking Plans, i.e. pop-up stalls, fact sheets, open houses. A key part of this work is engagement with Councillors to assist in developing the detailed community engagement frameworks to support further investigation of identified key priority Car Parking Management Study recommendations.

## Key messages

### Car Parking Management Study

- » Australian Road Research Board (ARRB) appointed July 2018 to undertake a review of current car parking management practices in the Hornsby Shire
- » Parking inventory surveys undertaken in 17 precincts – Hornsby Town Centre; Waitara; Hornsby Hospital; Berowra; Brooklyn; Asquith; Beecroft; Cheltenham; Pennant Hills; Normanhurst; Thornleigh; Cherrybrook Metro Precinct; Cherrybrook; Fagan Park; Galston Village; Salisbury Road / Leighton Place; Berowra Waters

### Parking context

- » Council supplies parking both on-street and off-street throughout the Shire
- » Most of the Shire's parking is free and unrestricted
- » Long term, medium term and short-term parking demand is high in key precincts
- » Parking 'at capacity' when spaces are 85% occupied for on-street and 95% occupied for off-street at times of peak demand
- » When peak parking occupancy is regularly above 85%, a change to the parking management approach is necessary
- » Review of parking management required in Hornsby Town Centre; Waitara; Hornsby Hospital Precinct; Brooklyn.

### Required long term result

- » Reduction in private vehicle use
- » Increase in alternate travel modes i.e. public transport, active transport (cycling, walking), car share
- » User pays for parking

## Key stakeholder groups –

A targeted engagement program will be designed to inform those stakeholders with the most interest in car parking management at a holistic or precinct level:

- » Councillors
- » Residents and ratepayers
- » Businesses
- » Chambers of Commerce
- » Commuters
- » Visitors / tourists
- » Transport for NSW
- » Local Traffic Committee
- » Local Schools
- » Community groups and sporting clubs
- » Disability Services and advocates
- » Taxi Council
- » NRMA
- » Emerging technology companies (i.e. car share, electric vehicles, way finding, enforcement, etc.)