

# minutes

Special Meeting of Council



To: His Worship the Mayor and Councillors

Please be advised that a **Special Meeting of Council** commenced at **5.30pm** on **Tuesday 18 December 2018** in the **Council Chambers**, Administration Centre at 99 Shepperton Road, Victoria Park.

A handwritten signature in black ink, appearing to read "A. Vuleta".

**MR ANTHONY VULETA**  
**CHIEF EXECUTIVE OFFICER**

21 December 2018

---

(To be confirmed 19 February 2019)

## TABLE OF CONTENTS

<b>ITEM</b>	<b>TITLE</b>	<b>PAGE NO</b>
1	OPENING	3
2	ANNOUNCEMENTS FROM THE PRESIDING MEMBER	3
3	ATTENDANCE	4
	3.1 Apologies	4
	3.2 Approved Leave of Absence	4
4	DECLARATIONS OF INTEREST	5
5	PUBLIC QUESTION TIME (ITEMS RELATING TO THE AGENDA ONLY)	5
6	PUBLIC STATEMENT TIME (ITEMS RELATING TO THE AGENDA ONLY)	7
7	REPORTS	8
	7.1 Notice of Motion – Councillor Vernon – Temporary Trial of Altered Paid Parking Arrangements	8
8	PUBLIC QUESTION TIME (ITEMS RELATING TO THE AGENDA ONLY)	25
9	PUBLIC STATEMENT TIME (ITEMS RELATING TO THE AGENDA ONLY)	25
10	MEETING CLOSED TO PUBLIC	25
	10.1 Matters for Which the Meeting May be Closed	25
	10.2 Public Reading of Resolutions That May be Made Public	25
11	CLOSURE	25

---

(To be confirmed 19 February 2019)

## 1 OPENING

Mayor Vaughan opened the meeting at 5:30pm. The Chief Executive Officer read the prayer.

Almighty God, under whose providence we hold responsibility for this Town, grant us wisdom to understand its present needs, foresight to anticipate its future growth and grace to serve our fellow citizens with integrity and selfless devotion.

And to Thee, be all blessing and glory forever.

AMEN

### Acknowledgement of Country (by the Mayor)

I acknowledge the traditional custodians of this land on which we are meeting, the Wadjuk people of the Noongar Nation and pay my respects to their past, present and emerging elders and thank them for their continued sharing of knowledge and leadership.

## 2 ANNOUNCEMENTS FROM THE PRESIDING MEMBER

### 2.1 Recording of Proceedings

In accordance with clause 5.14 of the Town of Victoria Park Standing Orders Local Law 2011, as the Presiding Member, I hereby give my permission for only the Administration to record proceedings of this meeting.

### 2.2 Public Question & Public Statement Time

There are guidelines that need to be adhered to in our Council meetings and during question and statement time people speaking are not to personalise any questions, or statements about Elected Members, or staff or use any possible defamatory remarks.

In accordance with clause 5.15 of the *Town of Victoria Park Standing Orders Local Law 2011*, a person addressing the Council shall extend due courtesy and respect to the Council and the processes under which it operates and shall comply with any direction by the presiding member.

A person present at or observing a meeting shall not create a disturbance at a meeting, by interrupting or interfering with the proceedings, whether by expressing approval or dissent, by conversing or by any other means.

When the presiding member speaks during public question time or public statement time any person then speaking, is to immediately stop and every person present is to preserve strict silence so that the presiding member may be heard without interruption.

### 2.3 No Adverse Reflection

In accordance with clause 14.1 of the *Town of Victoria Park Standing Orders Local Law 2011*, both Elected Members and the public when speaking are not to reflect adversely on the character or actions of Elected Members or employees

---

(To be confirmed 19 February 2019)

## 2.4 Town of Victoria Park Standing Orders Local Law 2011

All meetings of the Council, committees and the electors are to be conducted in accordance with the Act, the Regulations and the *Town of Victoria Park Standing Orders Local Law 2011*.

## 3 ATTENDANCE

<b>Mayor:</b>	Mr T (Trevor) Vaughan
<b>Banksia Ward:</b>	Cr C (Claire) Anderson Cr J (Julian) Jacobs Cr K (Karen) Vernon
<b>Jarraah Ward:</b>	Cr J (Jennifer) Ammons Noble Cr B (Bronwyn) Ife Cr B (Brian) Oliver Cr V (Vicki) Potter (Deputy Mayor)
<b>Chief Executive Officer:</b>	Mr A (Anthony) Vuleta
<b>Chief Operations Officer:</b>	Mr B (Ben) Killigrew
<b>Chief Financial Officer:</b>	Mr N (Nathan) Cain
<b>Chief Community Planner:</b>	Ms N (Natalie) Martin Goode
<b>Senior Governance Advisor:</b>	Ms D (Danielle) Uniza
<b>Secretary:</b>	Mrs A (Alison) Podmore
<b>Public:</b>	17

### 3.1 Apologies

<b>Banksia Ward:</b>	Cr R (Ronhhda) Potter
----------------------	-----------------------

### 3.2 Approved Leave of Absence

## **4 DECLARATIONS OF INTEREST**

### **Declaration of Financial Interests**

Nil

### **Declaration of Proximity Interest**

Nil

### **Declaration of Interest affecting impartiality**

Nil

## **5 PUBLIC QUESTION TIME (ITEMS RELATING TO THE AGENDA ONLY)**

### Luana Lisandro

1. Has there been consideration to extend the trial period?  
R. The Chief Financial Officer, Mr Nathan Cain said that indeed there is an alternate motion, by Cr Vernon, which if considered by council will propose a period of 6 months.
2. Will that report provide comparison with what is currently being taken as revenue on Sunday's and those other hours?  
R. The Chief Financial Officer, Mr Nathan Cain said that the purpose of the report will be to determine the most optimal method of implementing the pay parking arrangements, so yes, definitely a comparative between periods will occur.
3. Is this to be a simple majority or absolute majority?  
R. The Chief Financial Officer, Mr Nathan Cain advised that the recommendation, as considered tonight, may require a budget amendment if it goes through as per the recommendation. A budget amendment would require an absolute majority of council. The determination of whether this area has this or that, is a simple majority. So at this time, only a simple majority.

### John Gleeson

1. What exactly are we actually trying to determine here?  
R. Mayor Trevor Vaughan said that we are trying to determine how parking is going and how we can make improvements to our parking and by putting those free Sunday's to support the businesses in the town.

---

(To be confirmed 19 February 2019)

Anita Treasure

1. On what basis will the change in parking time and payment been evaluated to bring people teeming to the streets?  
R. Mayor Trevor Vaughan said that is why we are doing it.
2. How much will this motion cost the ratepayers, the agenda, having a special council meeting, paperwork, communications, review of policy?  
R. Mayor Trevor Vaughan took the questions on notice.
3. Wouldn't putting covers on the meters for a few week be cheaper than \$471,000?  
R. The Chief Financial Officer, Mr Nathan Cain said that as detailed in the report, yes sure, it would do that, except for the fact that there would be no indication of whether it was that or any other data from which to work from to make evidence based decision for future determination.
4. On what base are you going to measure the success of this implementation?  
R. The Chief Financial Officer, Mr Nathan Cain said that with regards to the notice put by Cr Vernon, the Administration does not support that, based on the fact that there would not be a base to do that measurement. Hence, there is a recommendation put forward by officers.
5. So then the best option is to be kept as is, so you can get a base before you do an implementation?  
R. The Chief Financial Officer, Mr Nathan Cain said there is a twofold aspect towards this notice of motion. One is to give a benefit to the businesses in the area in an immediate sense during this period the other aspect is to undertake a determined and analytical analysis of what goes on. The Town already has base figures, as it has been running parking management for several years.
6. Can that base figure be published?  
R. The Chief Financial Officer, Mr Nathan Cain said he can't see why not.
7. Has there ever been a cost benefit analysis been completed with regards to how the parking is working for Vic Park, as in the Town of Vic Park, and the effect upon the ratepayers, including businesses?  
R. The Chief Financial Officer, Mr Nathan Cain said no. Part of the proposal by the officers will be to do some of that, hence the six (6) month trial. It is almost impossible to determine the benefit to the businesses because the Town can only test if there is pedestrians in the area, whether people go into those businesses is different.

Mike Lanternier

1. Why do we need parking meters at GO Edwards?

(To be confirmed 19 February 2019)

- R. Mayor Trevor Vaughan said that GO Edwards park is used a lot, so if people are parking there, then that would stop families and kids from using the park.

Adrian Granaghan

1. Has the comparison been made between the effect of the parking arrangements between the City of Subiaco shopping precinct and the Town of Victoria Park shopping precincts, by surveying the businesses and the impact that has had on their earnings?

R. The Chief Financial Officer, Mr Nathan Cain said no.

2. Has the impact of the Water Corp works been assessed with regards to the rate paying businesses in the Town and whether they believe the parking solution the Town is offering will be beneficial to them all and hopefully a profitably Christmas shopping period?

R. The Chief Financial Officer, Mr Nathan Cain said no.

3. Will you be doing it?

R. The Chief Financial Officer, Mr Nathan Cain said that with regards to the timing aspect, no

David Burch

1. How many business have been included in a survey or questionnaire as the effect of parking on their business?

R. The Chief Financial Officer, Mr Nathan Cain said that when the Town first implemented parking, all businesses in the area that were designated as hotspots, were surveyed and conducted and from that the implementation occurred. Of recent times, Mr Cain couldn't say.

2. So, there is a motion put for to a business, yet there is no survey at all with any business within the Town of Victoria Park?

R. The Chief Financial Officer, Mr Nathan Cain said that was correct. The Notice of Motion from Cr Vernon would indicate that there is that there.

3. But the Council has taken time to present a negative view, but there is no view of a business effect? You didn't bother to go to businesses and ask?

R. The Chief Financial Officer, Mr Nathan Cain said that a Notice of Motion arrives to the officers with a just over a day before an agenda has to be distributed and a report needs to be prepared as best the officers can, within that short amount of time.

**6 PUBLIC STATEMENT TIME (ITEMS RELATING TO THE AGENDA ONLY)**

Nil.

## 7 REPORTS

### 7.1 Notice of Motion – Councillor Vernon – Temporary Trial of Altered Paid Parking Arrangements

In accordance with clause 4.3 of the *Town of Victoria Park Standing Orders Local Law 2011*, Cr K Vernon has submitted the following Notice of Motion:

**“That Council**

1. **initiate, for a period from 21 December 2018 to 28 February 2019 inclusive, a change in the Town’s paid parking regime as follows:**
  - 1.1. **An increase in the free parking period from 30 minutes to one hour in all metered parking zones;**
  - 1.2. **Paid parking to end at 6pm instead of 8pm every day in all metered parking zones; and**
  - 1.3. **Free parking all day on Sundays in all metered parking zones.**
2. **collect information from the public, including local businesses, as to the effectiveness of the initiative; and**
3. **request a report to be provided to the Economic Development Committee by March 2019 as to the outcome of the initiative, and any recommendations for future changes to paid parking in the Town.”**

**Cr Vernon’s rationale:**

Such an initiative will prove a valuable opportunity to:

1. acknowledge our local businesses for their patience during the recent disruptions to their businesses from all the roadworks, and to support them getting back to normal at the time of year they hope to attract the most customers;
2. encourage people to come to our Town and really pack the streets over the summer;
3. test the effectiveness of our current free/paid parking regime against performance measures and community expectations; and
4. importantly, enable the Town to collect some empirical data to inform, and if necessary, improve our parking management services, and for future education of the community on this issue.



(To be confirmed 19 February 2019)

## Report from Administration on Notice of Motion from Councillor Vernon – Temporary Trial of Altered Paid Parking Arrangements

<b>File Reference:</b>	TAT/15/7 and TAT/15/8
<b>Appendices:</b>	No.
<b>Attachments:</b>	No.

<b>Date:</b>	13 December 2018
<b>Reporting Officer:</b>	L. Ellis
<b>Responsible Officer:</b>	N. Cain
<b>Voting Requirement:</b>	Option dependent

<b>Executive Summary:</b>	
<b>Recommendation – That Council gives consideration to the Notice of Motion submitted by Councillor Vernon.</b>	
<ul style="list-style-type: none"> <li>• Councillor Vernon has submitted a Notice of Motion requesting Council initiate a temporary trial of the alteration of all metered parking zones and investigation in to the outcomes of the proposed trial.</li> <li>• An alternative Officer Recommendation to the Notice of Motion provided by Councillor is presented to deliver the outcomes listed by Councillor Vernon in an achievable, timely and financially prudent manner.</li> </ul>	

### TABLED ITEMS:

Nil.

### BACKGROUND:

Councillor Vernon has submitted a Notice of Motion to be considered at a Special Council Meeting to be held on 18 December 2018, which reads as follows:

*“That Council*

1. *Initiate, for a period from 21 December 2018 to 28 February 2019 inclusive, a change in the Town’s paid parking regime as follows:*
  - 1.1. *An increase in the free parking period from 30 minutes to one hour in all metered parking zones;*
  - 1.2. *Paid parking to end at 6pm instead of 8pm every day in all metered parking zones;*
  - 1.3. *Free parking all day on Sundays in all metered parking zones.*
2. *Collect information from the public, including local businesses, as to the effectiveness of the initiative;*
3. *Provide a report to the Economic Development Committee by March 2019 as to the outcome of the initiative, and any recommendations for future changes to paid parking in the Town.”*

### DETAILS:

At its Ordinary Council Meeting held 13 November 2012, Council resolved to adopt a [Parking Management Plan](#) (‘the Plan’).

(To be confirmed 19 February 2019)

The scope of that plan considered matters relating to:

- how to support equitable access to limited parking resources for the benefit of the community;
- parking management tools;
- parking management techniques;
- enforcement resources and techniques;
- complementary tools such as supporting public transport use that facilitate better use of public parking resources, and
- processes for the ongoing management of parking, including consideration of future restriction changes.

In the adopted plan, the approach to reviewing and resolving parking management issues is outlined below:

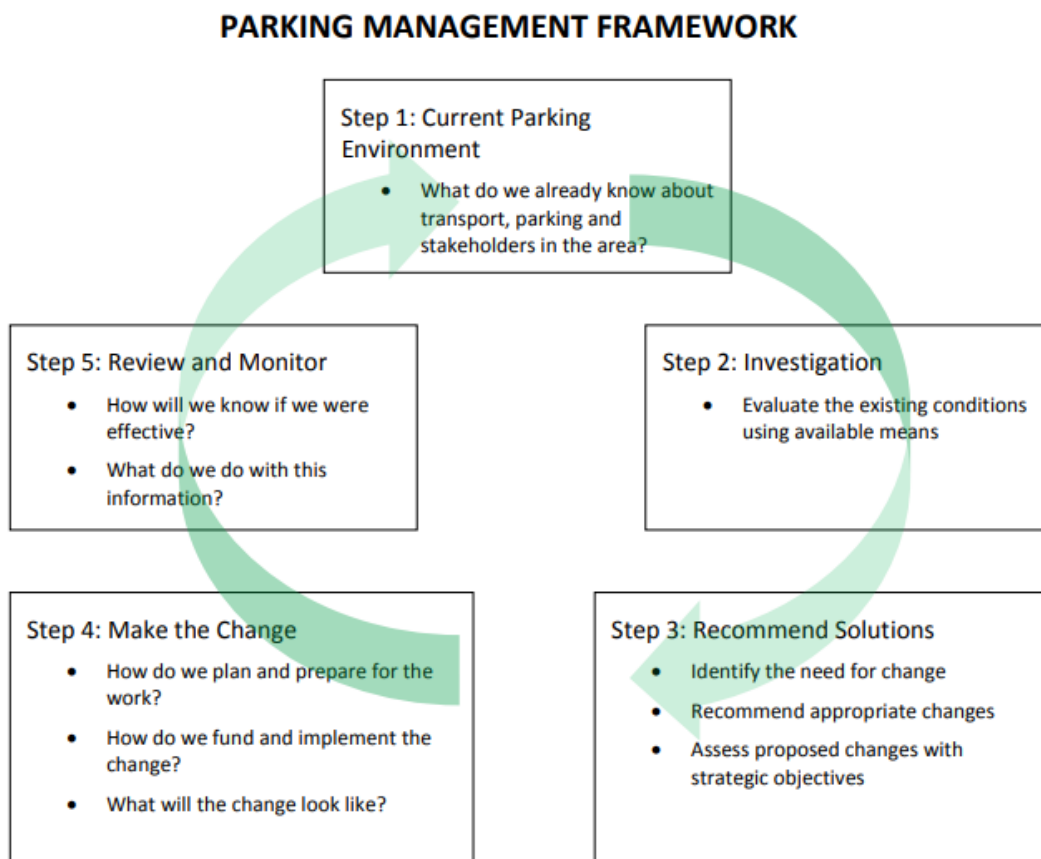


Figure 1 – Parking Management Review Framework

Once the full cycle of review is completed for each hot spot (or areas where there are parking management issues), the Town then moves to the next hot spot as detailed in the [Corporate Business Plan](#).

(To be confirmed 19 February 2019)

The Plan highlighted seven areas of parking congestion (“hotspots”) in the Town, as shown in Figure 2 below:



Figure 2 – Identified parking congestion “hotspots” addressed in the Parking Management Plan

Due to different needs of each identified hot spot, different measures of parking management are implemented in each area.

(To be confirmed 19 February 2019)

Visitation numbers

Since the original Council Resolution of the implementation of the plan, five paid parking areas (hotspots one through five) have been installed and managed by the Town, which has seen an increase in the number of visitations to all identified ‘hot spot’ areas (in Figure 2), as shown below.

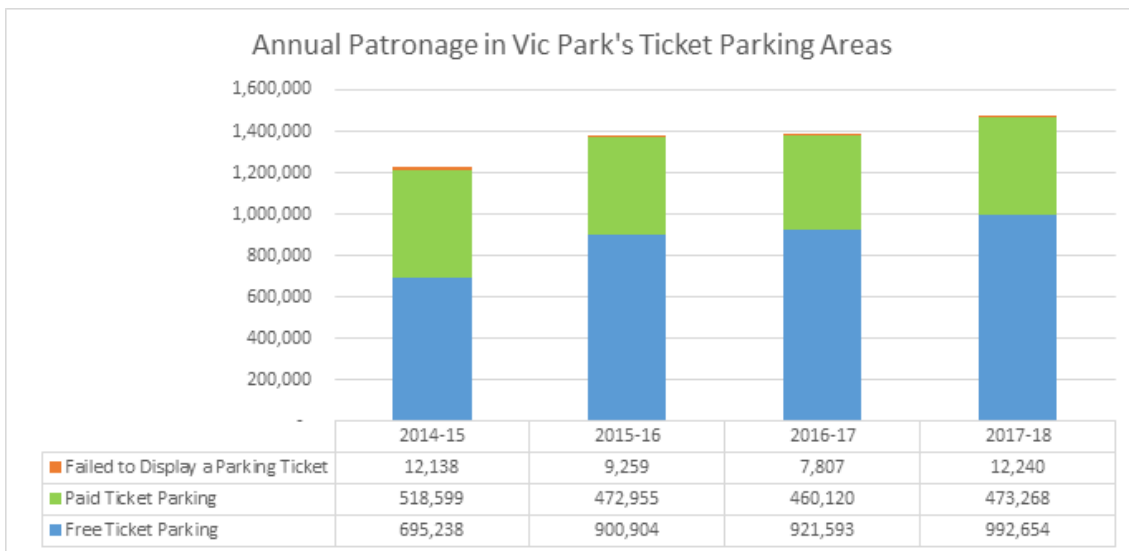


Figure 3 – Annual patronage measured by parking machine usage

In addition to the data provided by parking machines (as shown in Figure 3), the Town has captured pedestrian data counts for Albany Highway (Hot Spot 2 and 3, as identified in Figure 4) since 2013. Specifically, these areas are East Victoria Park and Victoria Park.

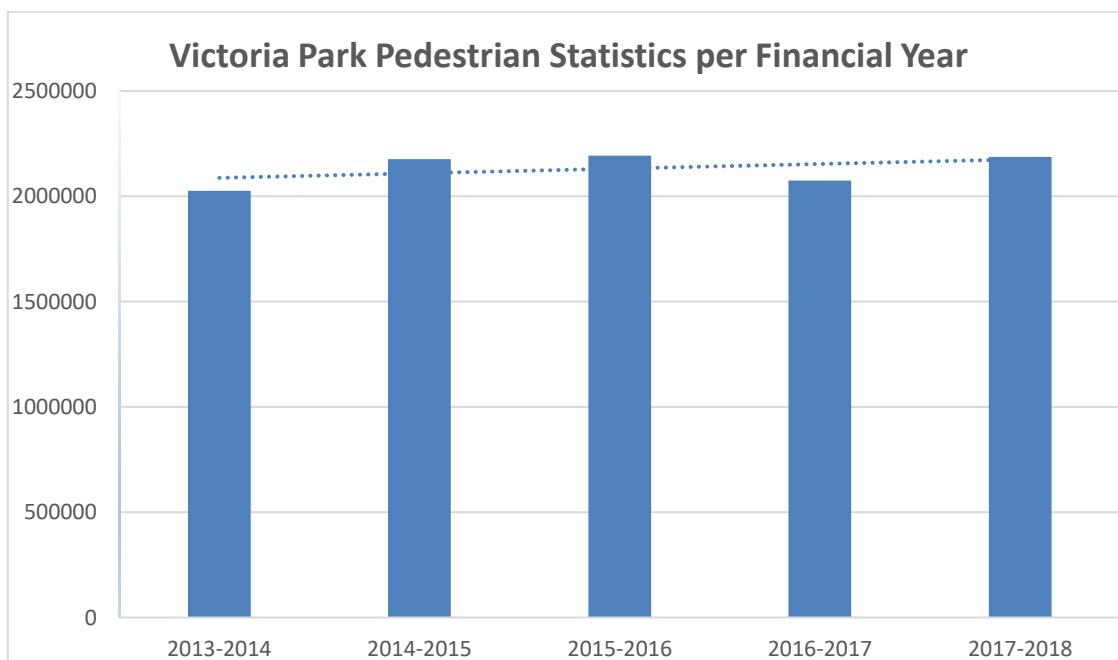


Figure 4 – Annual patronage measured by pedestrian counters

**Note:** The data is site-specific to where there are pedestrian counters only, and thus only provide trend data.

---

(To be confirmed 19 February 2019)

It could be argued that both of the measurement techniques used demonstrate that visitation numbers to the Town have trended upwards.

These measurement techniques have been used by the Town to assist in ensuring that the management of parking does not negatively impact visitations to the area or customers to local businesses.

It should be noted that minor modifications to certain areas have occurred since the original Council adoption as officers' work towards achieving the best possible outcomes under the direction of the Plan. This has included measures such as pricing changes, modification to free periods and maximum time limits responsive to customer feedback and occupancy data.

#### Visitation times

Officers noted that a component of the Notice of Motions reasoning is to;

*“Acknowledge our local businesses for their patience during the recent disruptions to their businesses from all the roadworks, and to support them getting back to normal at the time of year they hope to attract the most customers.”*

And also to;

*“Encourage people to come to our Town and really pack the streets over the summer.”*

It is recognised that the Notice of Motion may not be referring to all metered zones in the Town as only hotspots two and three were impacted by roadworks.

Accordingly, officers have focused the following analysis on the Albany Highway hotspots and noted the positive intent of goodwill of the Notice of Motion.

The spread of parking occupancy, within the ticketed areas along Albany Highway, for the month of November 2018, is shown in Figure 5.

(To be confirmed 19 February 2019)

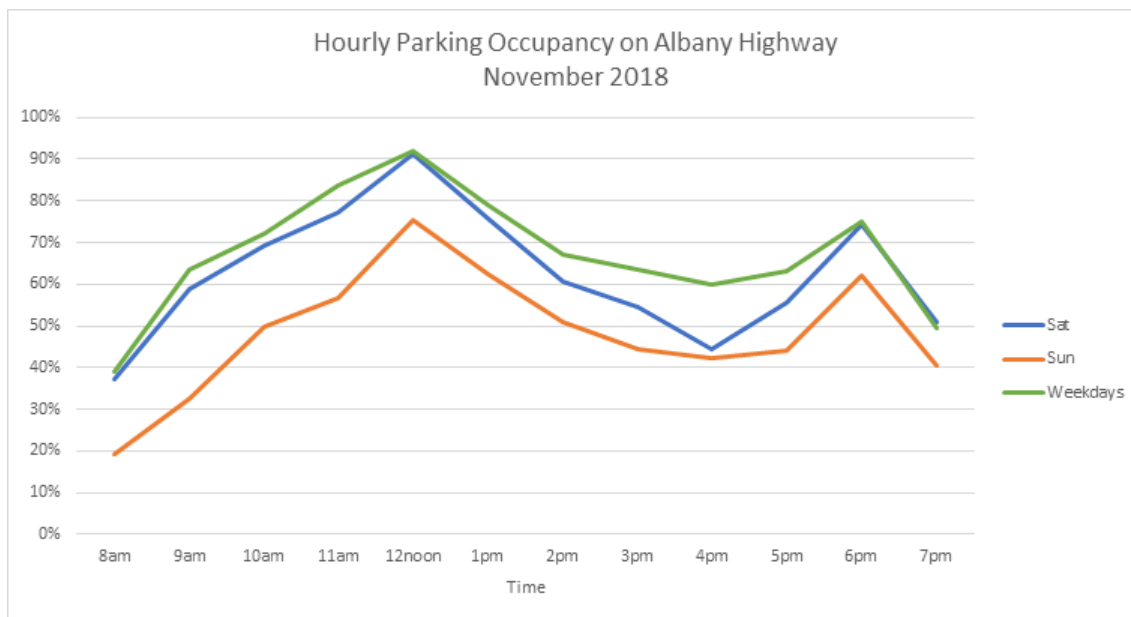


Figure 5 - Parking occupancy along Albany Highway for November 2018 - Hotspots 2 and 3

The chart shows that paid parking occupancy rates vary from weekdays to weekends, with consistent midday and evening peaks.

Throughout the weekday and Saturday midday periods, parking is at 90% occupancy (meaning only one bay in ten is available at any given time). Effectively, it would be very difficult to fit any more people into the available paid parking bays.

The information does not show where those free parking bays are, although this analysis could be undertaken with time, if required. It is highly likely that this is creating parking congestion in the more visited areas located around the restaurant precincts along Albany Highway.

Sundays record the lowest occupancy rates of the week and represent the highest opportunity for growth in occupancy and may lead to additional visitations.

Analysis of the Notice of Motion and option generation

Upon receipt of the Notice of Motion, officers firstly set about determining the possibility of implementing the actions as contained in the motion.

The timeframe associated with the proposal, coupled with the Christmas period and consequent lack of availability and capacity of the necessary contractors and suppliers, means it is determined not possible to enact the Notice of Motion, as stated, or even via a minor adjustment.

Officers undertook a brief analysis of options that are aimed at achieving the outcomes as stated in the Notice of Motion and considered:

- the above statement regarding the inability to carry out the Notice of Motion, as stated;
- the high net financial impact (cost) of the Notice of Motion estimated at \$471,000;

(To be confirmed 19 February 2019)

- a clear desire from the Notice of Motion received to implement some demonstrated acknowledgement to local businesses impacted by roadworks through the implementation of changes to the paid parking arrangements; and
- the desire to assess the impact from any changes.

It should be noted that the options provided below do not necessarily observe the current adopted position of Council with regards to the Plan and the adopted Parking Review and Resolution Framework (Figure 1). They have been considered only so as to provide an alternate position in support of the Notice of Motion. It is likely other options exist.

Officers investigated four options for consideration, as shown below:

<b>Option 1 – As per current Parking Management Plan</b>	
1. Strategic approach, as per the endorsed Corporate Business Plan and Parking Management Plan with no change to the current parking arrangements.	Possible and supported
<b>Option 2 – As per minor modification to Corporate Business Plan</b>	
1. Strategic approach, with amendments to the Corporate Business Plan timing. This will see the review of Albany Highway (hotspots two and three) reviewed in the current year and delay the review of each of the other hotspot locations.	Possible and supported
<b>Option 3 – As listed in the Notice of Motion</b>	
1. Initiate, for a period from 21 December 2018 to 28 February 2019 inclusive, a change in the Town's paid parking regime as follows: <ol style="list-style-type: none"> <li>1.1. An increase in the free parking period from 30 minutes to one hour in all metered parking zones;</li> <li>1.2. Paid parking to end at 6pm instead of 8pm every day in all metered parking zones; and</li> <li>1.3. Free parking all day on Sundays in all metered parking zones.</li> </ol>	Not possible and not supported
2. Collect information from the public, including local businesses, as to the effectiveness of the initiative; and	
3. Provide a report to the Economic Development Committee by March 2019 as to the outcome of the initiative, and any recommendations for future changes to paid parking in the Town.	
<b>Option 4 – An attempted blend of the above options</b>	
1. Provide free parking for the four Sundays in January 2019 (6 <sup>th</sup> , 13 <sup>th</sup> , 20 <sup>th</sup> and 27 <sup>th</sup> ) in the Albany Highway paid parking zones as (hotspots two and three).	Possible and likely to closely achieve the outcomes proposed in the Notice of Motion
2. Utilising Council's Parking Review and Resolution Framework, develop a trial to test the effectiveness of paid parking, occupancy and the relationship to price and free time periods in the Albany Highway paid parking zones (hotspots two and three), with the goal to commence the trial in February 2019 and run for a period of six months from commencement.	
3. Provide the results of the trial, after the necessary analysis has been undertaken with recommendations, to Council following the trial period.	

(To be confirmed 19 February 2019)

**Legal Compliance:***Town of Victoria Park Parking and Parking Facilities Local Law 2008**Town of Victoria Park Parking and Parking Facilities Amendment Local Law 2009**Town of Victoria Park Parking and Parking Facilities Amendment (General) Local Law 2013*

Possible and supported options, which are Options 1, 2 and 4, are compliant with the Town's relevant Local Laws. Option 3 has not been fully assessed against the legislation.

**Policy Implications:**

Nil.

**Risk Management Considerations:**

<b>Risk &amp; Consequence</b>	<b>Consequence + Rating</b>	<b>Likelihood = Rating</b>	<b>Overall Risk Analysis</b>	<b>Mitigation/Actions</b>
<b>Reputational</b> Misalignment of endorsed strategic position and Council-directed operational practices	Likely	Moderate	High	Clear identification of trial parameters, the intent and the end date.  Messaging aligned with special circumstances associated with Water Corporation pipe replacement works.
<b>Reputational</b> Lack of awareness of changes within the community, businesses and visitors to the Town.	Likely	Moderate	High	Small marketing campaign and empowering local businesses to leverage opportunities.
<b>Financial</b> Reduction in income generation and increases to operational expenditure (Option 3).	Major	Almost Certain	<b>Extreme</b>	Consider alternate options.



(To be confirmed 19 February 2019)

<p><b>Financial</b> Reduction in income generation (Option 4).</p>	<p>Moderate</p>	<p>Likely</p>	<p>High</p>	<p>Small marketing campaign and empowering local businesses to leverage opportunities and offset financial implications with local economic benefits.</p>
--	-----------------	---------------	-------------	---

Due to the timing requirements associated with a Notice of Motion, a full risk assessment has not been undertaken.

**Strategic Plan Implications:**

- EC2 - A clean, safe and accessible place to visit.
- EN2 - A safe, interconnected and well-maintained transport network that makes it easy for everyone to get around.
- EN3 - A place with sustainable, safe and convenient transport options for everyone.
- CL6 - Finances are managed appropriately, sustainably and transparently for the benefit of the community.
- CL8 - Visionary civic leadership with sound and accountable governance that reflects objective decision making.

**Financial Implications:**

Internal budget:

The following table summarises the estimated financial impact of each of the aforementioned options against the current budget.

Revenue reduction for the options proposed uses historical, trended data to estimate impact to income through the proposed changes including the:

- reduction in paid parking revenue; and
- reduction in parking infringements issued.

The increases in expenditure for the options proposed include the below items multiplied by the affected area(s).

- Required program changes for parking machines \$85 per machine.
- Tariff card changes for parking machines \$8-10 per machine.
- Required changes to existing signage \$19-\$25 per sign.
- Additional signage to meet options detailed \$30-\$40 per sign.
- Required decal changes to change free time period to 60min \$12-15 per decal.
- Officer time to disable parking machines including travel and any penalties or loading \$6 per machine.

(To be confirmed 19 February 2019)

	Revenue reduction	Expense increase	Net cost/loss impact
Option 1	\$nil	\$nil	\$nil
Option 2	\$nil	\$nil	\$nil
Option 3 ( <i>Notice of Motion, as stated</i> )	\$224,100	\$246,900	\$471,000
Option 3* ( <i>Notice of Motion, Albany Highway</i> )	\$106,000	\$116,800	\$222,800
Option 4 ( <i>Phase A</i> )	\$13,200	\$3,600	\$16,800

If Option 3 or 3\* were the selected options, then a budget amendment is recommended.

**Note:**

Should Council wish to extend Option 4 (Phase A), each additional Sunday has an estimated net impact of \$4,200.

Whilst minor changes to Council's paid parking arrangements are likely to have minimal financial impact to Council, it should be noted that a loan was drawn from the WA Treasury Corporation to fund the implementation of the Parking Management Plan with the funds to repay the loan effectively drawn from the revenue generated from paid parking and parking enforcement. A loan principal balance of \$1.6 million is still outstanding on this loan. The loan principal balance does not include interest or any early payout penalties, which would be additional.

**Total Asset Management:**

Nil.

**Sustainability Assessment:****External Economic Implications:**

Effective management of parking aims to ensure that access to parking remains available on an equitable basis to residents, businesses and visitors.

Ineffective parking management can lead to parking areas reaching capacity for extended periods that may limit the ability of residents, businesses and visitors to transact in the district thus reducing business turnover and patronage.

**Social Issues:**

The Town's adopted Parking Management Plan is part of the Town's [Integrated Movement Network Strategy](#) with the aim of supporting equitable access to limited parking resources for the benefit of the community. Careful consideration should be given to any short-term changes to the management of parking within the Town to ensure that future access equity is maintained and parking is, as often as possible, available to residents, businesses and visitors.

**Cultural Issues:**

Nil.

---

(To be confirmed 19 February 2019)

Environmental Issues:

Should parking bays reach capacity, the likelihood of drivers looking for parking and looping through nearby parking areas, thereby driving additional distances and creating traffic congestion, is likely to generate additional vehicle emissions, additional noise pollution and the perception of wasting driver time and resources (fuels).

**COMMENT:**

In order to assess the possible options, officers have developed a brief assessment framework and this is outlined in Table 1 below.

The basis of the assessment has been to attempt to measure the options against the reasons provided in the Notice of Motion.

For each option a series of comments and an officer's subjective score is provided. A score total and implementation cost is then detailed.

An explanation of the scoring system used is shown below:

10	Option excels in satisfying the criterion
8-9	Option is significantly effective in satisfying the criterion
6-7	Option is effective in satisfying the criterion
5	Option marginally satisfies the criterion
3-4	Option is ineffective in satisfying the criterion
1-2	Option is significantly ineffective in satisfying the criterion
0	Criterion is not applicable

(To be confirmed 19 February 2019)

		1. Strategic Approach as per the endorsed Corporate Business Plan and Parking Management Plan		2. Strategic Approach with amendments to the Corporate Business Plan timing		3. Recommendations as per Notice of Motion		4. Alternative recommendation		Officer
		Detail	Score	Detail	Score	Detail	Score	Detail	Score	
Notice of Motion Measures	1. Acknowledge our local businesses for their patience during the recent disruptions to their businesses from all the roadworks, and to support them getting back to normal at the time of year they hope to attract the most customers;	The Town's aim of facilitating equitable access to limited parking resources through the management of parking enables businesses to function and provide access to all users.	5	The Town's aim of facilitating equitable access to limited parking resources through the management of parking enables businesses to function and provide access to all users.	5	Meeting identified timeframes through the reprogramming of ticket machines is not possible.  To provide extended free parking periods would require disabling of parking machines resulting in loss of all income and all data collection for the period.	6	The measured bay occupancy on Sunday's is lower than the remainder of the week with spare capacity that may attract additional customers. The offer of 'Free Parking' on Sundays will allow businesses to promote visitation at a time that can accommodate additional traffic.	7	
	2. Encourage people to come to our Town and really pack the streets over the summer	Current Parking Management Strategy and pricing structure does not accommodate seasonal fluctuations in parking demand.	4	Current Parking Management Strategy and pricing structure does not accommodate seasonal fluctuations in parking demand.	4	Disabling of parking machines to meet identified timeframes would result in an inability to effectively manage parking and bay turnover, however, the removal of any pricing barrier to visitations may provide an incentive to visit.  Risks exist via reduced parking bay turnover, increased congestion and visitor frustration should there be capacity issues.  Limited to no additional capacity exists at the lunch and dinner peaks within paid parking hotspots.	5	Sunday occupancy is lower than the remainder of the week.  Marketing by businesses leveraging 'Free Sunday' parking provides an opportunity to attract additional visitations to the area and patronage to local businesses.	7	

(To be confirmed 19 February 2019)

<p>3. Test the effectiveness of our current free / paid parking regime against performance measures and community expectations; and</p>	<p>Through the Town's standard parking review process, resident, customer and business feedback on parking effectiveness is sought.</p>	<p>5</p>	<p>Through the Town's standard parking review process, resident, customer and business feedback on parking effectiveness is sought.</p> <p>Assessing the Albany Hwy Hot spots as a priority will more quickly address any identified issues.</p>	<p>7</p>	<p>No detailed, comparable data can be collected nor assessed with this option.</p>	<p>1</p>	<p>A well planned and extended trial of parking prices and free time periods would provide the Town the opportunity to collect robust, objective data on current and alternative approaches seeking to align management to community and business expectations.</p>	<p>9</p>
<p>4. Importantly, enable the Town to collect some empirical data to inform, and if necessary, improve our parking management services, and for future education of the community on this issue.</p>	<p>Through the Town's standard parking review process, against its current occupancy target parking effectiveness is measured, data collected and analysis undertaken.</p>	<p>5</p>	<p>Through the Town's standard parking review process, against its current occupancy target parking effectiveness is measured, data collected and analysis undertaken.</p> <p>Assessing the Albany Hwy Hot spots as a priority will more quickly address any identified issues.</p>	<p>7</p>	<p>No detailed, comparable data can be collected nor assessed with this option.</p>	<p>1</p>	<p>A well planned and extended trial of parking prices and free time periods would provide the Town the opportunity to collect robust, objective data on current and alternative approaches that would inform and improve the Town's Parking Management Plan and approach.</p>	<p>9</p>
<p><b>Score</b></p>		<p><b>19</b></p>		<p><b>23</b></p>		<p><b>13</b></p>		<p><b>32</b></p>
<p><b>Financial Implications over and beyond adopted 2018-2019 budget</b></p>	<p>\$nil</p>		<p>\$nil</p>		<p><b>Option 3</b> <b>Net cost \$471,000</b></p> <p><b>Option 3*</b> <b>Net cost \$222,720</b></p>		<p><b>Net cost \$16,800 (Phase A)</b></p> <p><b>Phase B costs unknown</b></p>	

---

(To be confirmed 19 February 2019)

**CONCLUSION:**

Following further investigation, the Notice of Motion as presented is not possible. This is owing to the short implementation time, coupled with the Christmas period and the consequent lack of required suppliers and contractors.

Noting the intent of goodwill proposed in the Notice of Motion, as well as the desire to statistically validate the effectiveness of paid parking along Albany Highway, officers have considered four options.

After conducting an analysis of the presented options, it considered that Option 4 is most achievable, timely and financially prudent, whilst still having due regard for the current position of Town's Parking Management Plan.

**RECOMMENDATION/S:**

That Council:

1. Gives consideration to the Notice of Motion submitted by Cr K Vernon, stating:  
*"That Council:*
  1. *Initiate, for a period from 21 December 2018 to 28 February 2019 inclusive, a change in the Town's paid parking regime as follows:*
    - 1.1. *An increase in the free parking period from 30 minutes to 1 hour in all metered parking zones;*
    - 1.2. *Paid parking to end at 6pm instead of 8pm every day in all metered parking zones; and*
    - 1.3. *Free parking all day on Sundays in all metered parking zones.*
  2. *Collect information from the public, including local businesses, as to the effectiveness of the initiative;*
  3. *Provide a report to the Economic Development Committee by March 2019 as to the outcome of the initiative, and any recommendations for future changes to paid parking in the Town."*
2. Supports the following option (referred to as Option 4 in the report), as the preferred option, to be implemented as follows:
  1. Provide free parking for the four Sundays in January 2019 (6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup> and 27<sup>th</sup>) in the Albany Highway paid parking zones (Hotspots two and three) (Phase A).
  2. Develop, utilising Council's Parking Review and Resolution Framework, a trial to test the effectiveness of paid parking, occupancy and the relationship to price and free time periods in the Albany Highway paid parking zones (Hotspots two and three), with the goal to commence the trial in February 2019 and run for a period of six months from commencement. (Phase B).
  3. Request the results of the trial, after the necessary analysis has been undertaken with recommendations, be presented to Council following the trial period.

---

(To be confirmed 19 February 2019)

**ALTERNATE MOTION:****Moved: Cr Vernon****Seconded: Cr Ammons Noble****That Council directs the Chief Executive Officer to:**

- 1. Implement free parking for the four Sundays in January 2019 (6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup> and 27<sup>th</sup>) in the Albany Highway paid parking zones (Hotspots two and three in the Parking management Plan) (Phase A);**
- 2. Develop, utilising Council's Parking Review and Resolution Framework, a trial to test the effectiveness of paid parking, occupancy and the relationship to price and free time periods in the Albany Highway paid parking zones (Hotspots two and three) (Parking Trial), with the goal to commence the trial by 28 February 2019 and run for a period of six months from commencement (Phase B); and**
- 3. Provide a report to the Ordinary Council Meeting in February 2019 outlining the details of the Parking Trial, the costs of conducting the Parking Trial and how those costs have been calculated, with a recommendation for adoption by Council.**

**The Motion was Put and****CARRIED (8-0)****In favour of the Motion: Mayor Vaughan; Cr Ammons Noble; Cr Anderson; Cr Ife; Cr Jacobs; Cr Oliver; Cr V Potter; and Cr Vernon****REASON:**

- 1. The Officer's Report to this item concludes that it is not possible to implement the proposed temporary trial of altered paid parking arrangements because the resources needed to commence the trial will not be available by 21 December 2018, and likely will not be available until mid-January 2019, meaning the trial in the original Notice of Motion by Cr Vernon cannot take place as proposed.**
- 2. The Officer's Report to this item further concludes that, in any event, the proposed temporary trial of altered paid parking arrangements will cost the Town \$471,000 in expenses and lost revenue, and therefore poses an extreme risk to the Town. Based on this conclusion, adoption of the original Notice of Motion would not be in the best interests of the Town and cannot be supported.**
- 3. The Officer's conclusion that the cost of the temporary trial is \$471,000 is unsupported by any facts or details showing how that figure has been calculated. The supplementary addendum to the report, whilst containing a breakdown of the \$471,000, is also unsupported by any facts or details setting out how the breakdown figures have been calculated.**
- 4. It would be imprudent to make a decision without sufficient information to properly evaluate the Officer's conclusion that the proposed trial will cost \$471,000.**

---

(To be confirmed 19 February 2019)

5. **The Officer's alternate recommendation for the development and implementation of a 6-month trial to test the effectiveness of paid parking is worthy of consideration, however it is also unsupported by any details about the trial or the costs of it, meaning it is not possible to evaluate the Officer's recommendation at this time.**
  
6. **The alternate motion will ensure that:**
  - a. **there are four free Sundays of parking during January 2019 which offers some support to local businesses along Albany Highway in hotspots 2 and 3;**
  - b. **the alternate recommendation can be outlined with sufficient information as to how the trial will be conducted and the costs to the Town to enable it to be properly understood and evaluated by Council;**
  - c. **the Town will avoid reputational and financial risk from the implementation of a 6-month trial that has not been properly evaluated by Council.**



(To be confirmed 19 February 2019)

**Moved: Cr Ife**

**Seconded: Cr V Potter**

**That the meeting be adjourned at 6:01pm and reconvened upon the closing of the 18 December 2018 Annual Meeting of Electors.**

**The Motion was Put and**

**CARRIED (8-0)**

**In favour of the Motion: Mayor Vaughan; Cr Ammons Noble; Cr Anderson; Cr Ife; Cr Jacobs; Cr Oliver; Cr V Potter; and Cr Vernon**

*The meeting was adjourned so that the 18 December 2018 Annual Electors Meeting scheduled for 6.00pm could be held. At the end of that meeting, the Special Council Meeting was re-opened.*

**Moved: Cr Vernon**

**Seconded: Cr Ammons Noble**

**That the meeting be reopened at 7:30pm.**

**The Motion was Put and**

**CARRIED (8-0)**

**In favour of the Motion: Mayor Vaughan; Cr Ammons Noble; Cr Anderson; Cr Ife; Cr Jacobs; Cr Oliver; Cr V Potter; and Cr Vernon**

**8 PUBLIC QUESTION TIME (ITEMS RELATING TO THE AGENDA ONLY)**

Nil

**9 PUBLIC STATEMENT TIME (ITEMS RELATING TO THE AGENDA ONLY)**

Nil

**10 MEETING CLOSED TO PUBLIC**

**10.1 Matters for Which the Meeting May be Closed**

Nil

**10.2 Public Reading of Resolutions That May be Made Public**

N/A

**11 CLOSURE**

There being no further business, Mayor Vaughan closed the meeting at 7.30pm.

I confirm these Minutes to be true and accurate record of the proceedings of the Council.

Signed: ..... Mayor

Dated this: ..... Day of 2019