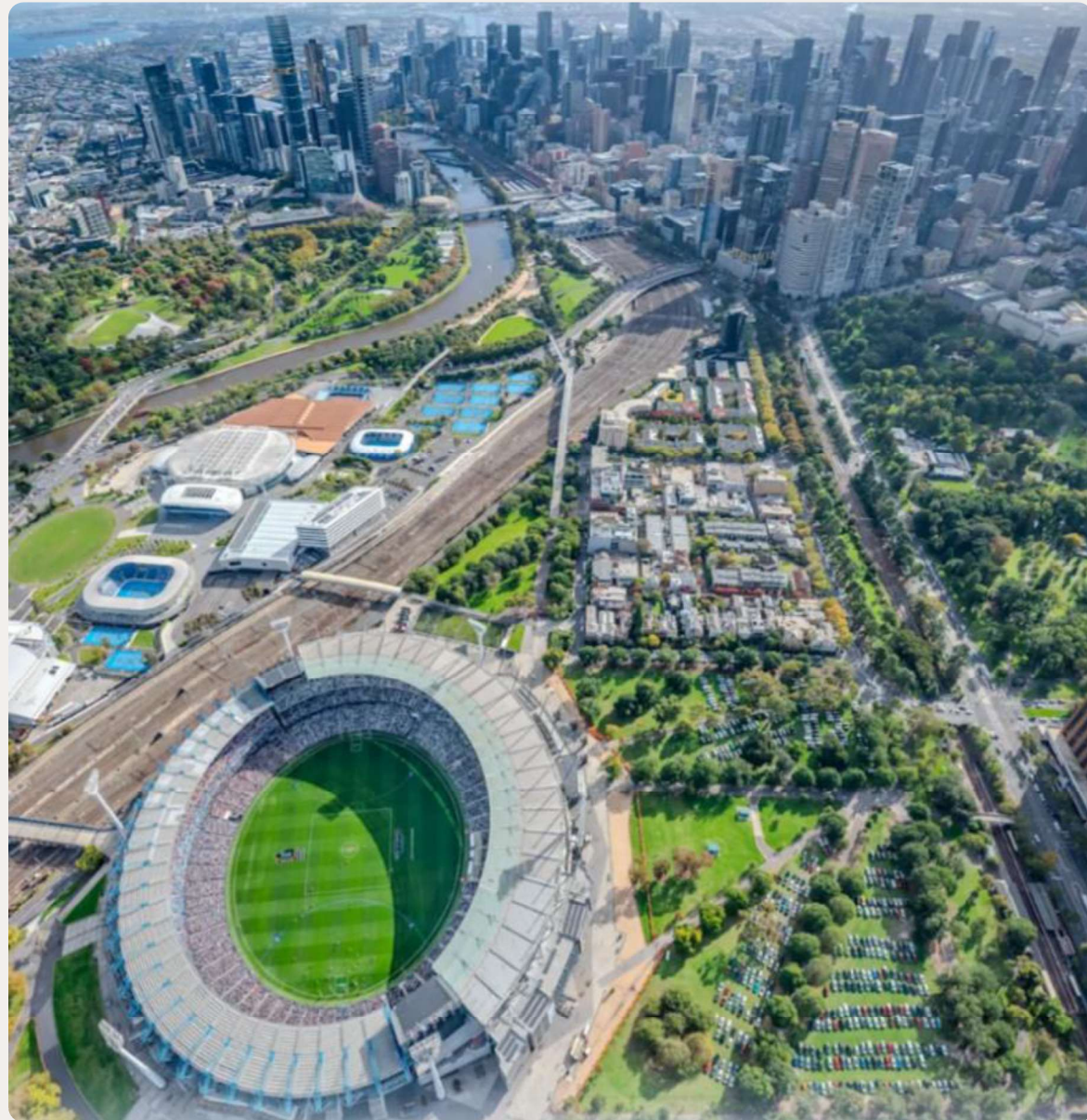


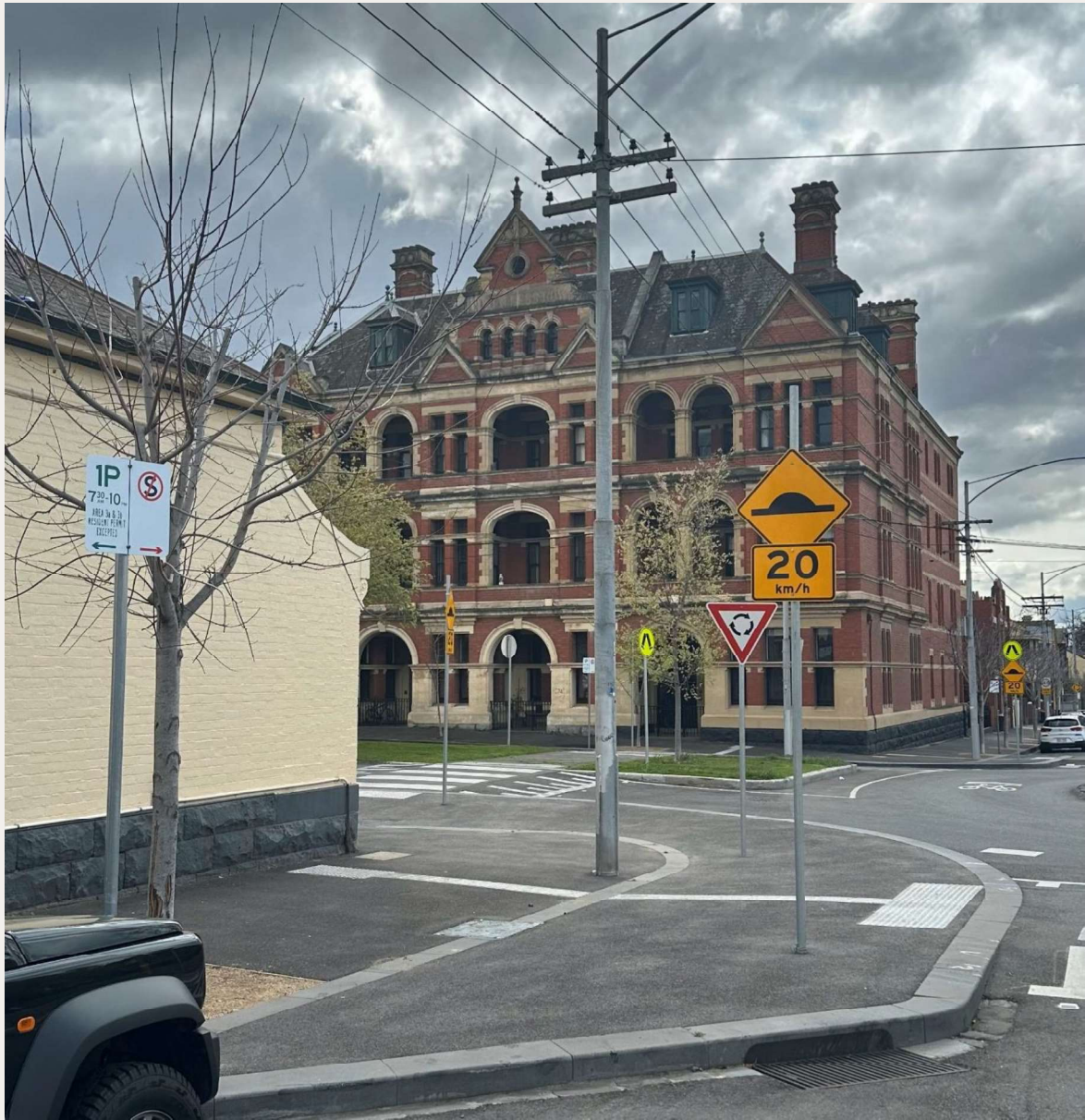
East Melbourne Neighbourhood Parking Review Engagement Summary Report

FINAL 01/10/24





Gathering Insights





Pre-engagement activities

“In 2023, the City of Melbourne introduced the Parking and Kerbside Management Plan (PKMP) that committed to regular reviews of the kerbside parking system based on proactive engagement in local areas and sharing the data that underpins decision-making.”

In East Melbourne, the parking review process began on July 18, 2024, when an online engagement was open for the community to provide feedback on the uses and management of the kerbside. This is an ongoing process, and information continues to be inputted. Some initial insights from this process are provided below:

- Enforcement challenges and inconsistencies, inclusive of a lack of enforcement of restrictions especially during events at the MCG
- Improvements to the permit system, including digitalisation and more permits per property.
- Significant issues with parking availability when there are events in the sports precinct.
- Safety concerns



Who we reached

We heard from residents, businesses and other organisations in East Melbourne.

Workshops

We spoke to 27 residents across 2 workshop sessions.

We listened to the community's challenges and presented solutions and preliminary recommendations.

Interviews

We hosted ~10 interviews

We spoke to local businesses, hospitals, MCC and childcare centres.

Intercept surveys

Surveyed 81 people

We surveyed people travelling to the MCG to watch the AFL across two weekends.

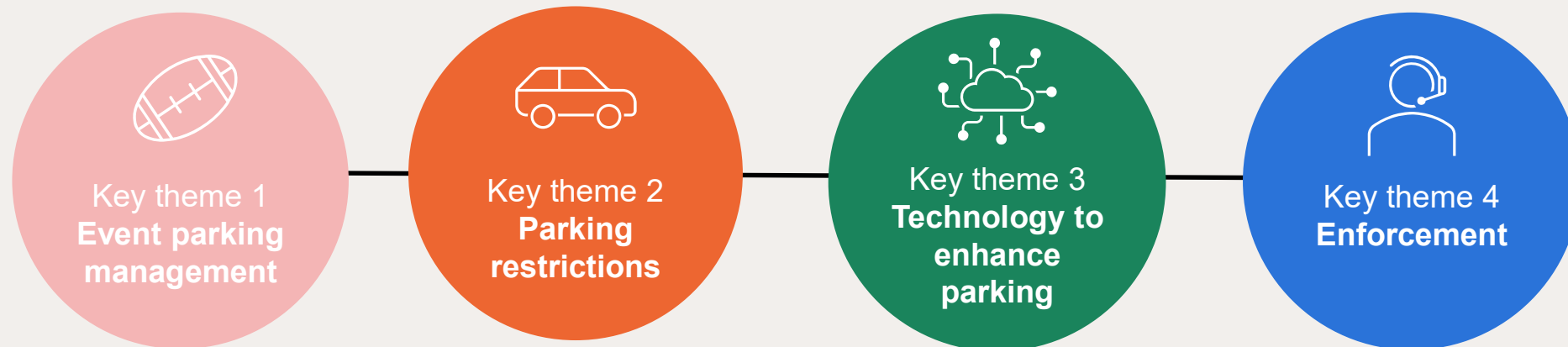


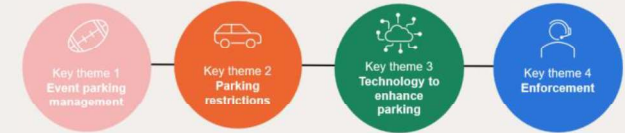
What we heard during the community engagement





Key themes identified





What we heard in the workshops

Lack of designated drop-off/pick-up zones, leading to congestion.

Limited parking for visitors and tradespeople, especially due to restrictive time limits (e.g., 1P restrictions).

Poor signage and clarity around permit-only areas on game days.

Concerns about vandalism and the safety of parked cars during events.

Ability to reserve a space for a limited time for deliveries of significant and visitors.

Insufficient enforcement and policing during event (MCG) days.

We need greater enforcement and higher fines on event days.

Changing the 1P parking to allow people to park for longer. Make this paid parking in some areas.

Poor implementation and enforcement of the permit system.

Fines are not high enough to deter people from illegal parking, with some people just accepting the occasional fine at the cost of convenience.

Increase technology used for sensors and enforcement.

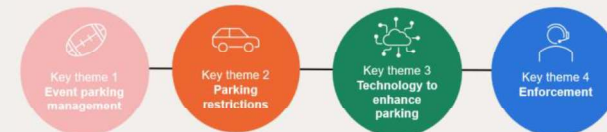
Difficulty accessing properties due to traffic management issues on event days.

Fines are too low to discourage illegal parking or overstaying.

More flexibility and longer time limits would be much more appropriate.



Feedback - Residents



Who did we speak to:

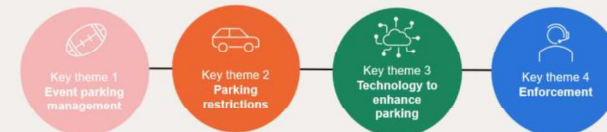
- Demographics ranged from ages of 30-60. A majority were over 40 years of age.
- 13% of people didn't have access to a private vehicle.
- 87% own one vehicle or more

Across all the engagement activities with residents, a variety of feedback emerged

- Events at the MCG put pressure on the parking in East Melbourne. The residents expressed that they can't find a park on the street when events occur, and they often don't want to leave their houses at risk of losing their parking spot.
- Residents felt parking should be prioritised for them and their visitors and not those visiting the MCG
- Parking controls are not well enforced; increased enforcement is required.
- Parking fines are not high enough to deter people from not obeying the parking restrictions.
- The 1P time restriction makes it difficult for tradies, visitors and businesses.
- Residents are unsure if expanding paid parking would solve concerns, but they would consider it being implemented in places.
- Residents would like to see the permit system digitalised; they believe this would make the system more efficient.
- Residents didn't feel parking spaces should be repurposed for additional greenspace as there isn't enough parking currently.
- Residents would like to see a dedicated area for pick-up and drop-off area for the MCG.
- Residents are conflicted as they want people to be able to visit but the restrictions don't allow however they don't want more parking on games days.
- The current resident permit scheme is being abused as permits can be transferred or sold to other users.



Feedback – Businesses/Organisations



Who did we speak to:

- Businesses – East Melbourne Corner Store, tradespeople, Melbourne Cricket Ground (MCC) and Citywide (City of Melbourne and Olympic Park traffic manager contractors)
- Hospitals - St Vincent's and Epworth Freemasons
- Organisation – East Melbourne childcare centres

Across all the engagement activities a variety of feedback emerged

- MCC desires a dedicated space for pick up and drop off.
- Tradespeople and businesses face limited parking options due to widespread 1P restrictions in the area. They would be willing to pay for parking if suitable options were available closer to their work sites.
- The East Melbourne Corner Store would like to see the installation of bike parking as patrons currently have to use the signage pole.
- The East Melbourne childcare centres expressed concerns about the lack of parking options for staff and the absence of off-street parking. They indicated a willingness to pay for longer-stay parking if such an option were available.
- The hospitals expressed concerns about the 1P restrictions and the clearway zone on Albert Street. The short window between the end of parking restrictions and the arrival of tow trucks to clear illegally parked vehicles can disrupt patient care.
- Tradespeople reported inconsistent enforcement of parking restrictions, resulting in multiple fines within a week and, at other times, no fines for over a month.



What we heard from attendees of the MCG

The main aim of the surveys was to capture feedback from people travelling through the East Melbourne neighbourhood to the MCG. The insights were mostly collected from those who travelled by private car, capturing their sentiments on why they drive and park at the MCG. We collected surveys from people aged 18-60 + and there was an even split between women and men.

53% of people surveyed think it is acceptable to pay for parking when attending the MCG

Among those who paid for parking, people pay between **\$6- \$15** to park on a game day. Most felt this was reasonable

Respondents accept that a fine may be part of parking in East Melbourne. Splitting the fine among passengers in the car is not perceived as a significant burden

40% of people parked off the street for free compared to **23%** who paid to park on the street

50% of respondents said they always travel by car, while the other 50% sometimes use other transport. Among those who arrived on public transport on the day, all of them consistently use PT

Over **80%** of people who drove and parked came from the outer suburbs of Melbourne or regional Victoria

63% of people surveyed found a parking space within **5 minutes**- this decreased closer to the game kick-off

The paid hospital car park is popular for parking for those attending the MCG and on survey days was full* before the game started.

*The hospital has 300 spaces over 5 levels. Two levels are staff parking. The other three levels (~180 spaces) are for the public, including patients.