



WYNYARD QUARTER PARKING PLAN

October 2016

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1. Document Purpose

The purpose of this document is to provide the Interim Board of the Wynyard Quarter Transport Management Association (WQ TMA) with an understanding of the current parking situation and issues in the WQ area. The report does not set out to tackle long term strategic transport planning.

This document:

- Reports the results of the 2016 parking survey of local businesses
- Identifies the various providers of parking spaces in the area
- Identifies the current availability of car parking spaces
- Makes recommendations for action by tenant companies and the Interim Board of the WQ TMA

2. Background

Wynyard Quarter covers around 37 hectares and 3km of waterfront, it is going through one of the largest urban regeneration programmes in New Zealand. The industrial port area has been opened up to allow public access and will become home to a range of businesses and residents, working alongside the marine and fishing industries.

The Auckland District Plan Central Area Section 2004 sets out guidelines and targets for WQ as part of the ongoing development. The formation of a voluntary Transport Management Association was a condition of the planning consent granted for WQ in 2012. The success and long term economic viability of WQ relies on managing the transport demand. The District Plan put in place some targets which are discussed in section 3. It is clear that there is no one simple answer to the transportation issues facing WQ. There needs to be convenient, attractive, sustainable options in place to meet the growing demand. At the moment the alternatives that are in place are not meeting consumer expectations.

2.1. Role of WQ TMA



In 2012, Auckland Transport set up the TMA. As an independent organization, its purpose is to work collaboratively with the businesses of Wynyard Quarter, the transport providers and the relevant government agencies, to support a diverse and vibrant WQ community. The aim is for an efficient, networked and highly connected local transport system. In 2015, Auckland Transport began work to transform the TMA into a business-led organization to ensure it represented the transport and accessibility interests of its members.

Figure 1 Map showing current boundaries of WQ TMA area (Source: Auckland Transport, 2015¹) opposite shows the current boundary of the TMA area (including a proposed extension in the southern corner, recommended in the 2015 report, to include Vodafone, Microsoft and KMPG).

Figure 1 Map showing current boundaries of WQ TMA area (Source: Auckland Transport, 2015¹)

2.2. WQ TMA Business Plan

The Interim Board of WQ TMA is currently working on producing the first Business Plan for the organisation. The Business Plan will set out the mission, core values, goals, objectives, strategy and an action plan.

While the Business Plan is being developed, the WQ TMA sets out to deliver two initial research reports. This Parking Plan and a Construction Workers Access Plan (due to be completed in August 2016). These reports aim to address issues that local businesses that attended the 2015 Round Table meetings felt warranted urgent attention. The recommendations from these research reports will feed into the Business Plan.

2.3. Growth in WQ

The WQ area is seeing rapid growth with a large number of construction projects underway and new businesses, residents and commuters, moving into the area. There are significant pressures on parking as a result. The newest businesses are offering proportionally fewer employees car parks, than those historically located in the area. While public transport and active mode options have improved in comparison to previous years, many workers remain either in the habit of driving to work or do not have access to attractive or viable alternatives to driving. Therefore, pressures on parking continue to increase.

The success and long term economic viability of WQ relies on managing the transport demand. Understanding and managing access to parking is a key activity of many successful TMAs. Some TMAs have been able to use parking as a source of revenue to fund sustainable transport improvements. Combining the centralised management of parking with advances in technology, could enable the more efficient use of parking within WQ. For example, the Auckland Theatre Company (which has no parking) might be able to use local business parking at the weekend for its customers when commuters are not using their workplace car parks.

2.4. Responsibilities of Auckland Council, Auckland Transport and Panuku Development Auckland

Auckland Council (AC) set the overarching strategies and targets for the Auckland region. Auckland Transport (AT) and Panuku Development Auckland (Panuku) are council controlled organisations (CCOs). AT is the road controlling authority whilst Panuku is the development CCO of Auckland Council.

Panuku have a team who are responsible for the regeneration of the WQ area. AC (through Panuku) own much of the land in WQ. By owning the land AC and Panuku has an influence over what takes place in the area. Panuku work closely with developers to balance the objectives of regenerating WQ with development needs. Panuku work alongside AT to deliver transport solutions for the area.

AT are responsible for delivering transport for the whole of Auckland. AT own and maintain the majority of the roads and footpaths and manage public transport services (buses, trains and ferries). They encourage and facilitate cycling and walking (active modes) as well as monitoring the whole roading system through traffic counters and CCTV. AT manage many car parks across the region including all the on street parking in WQ, although they may not own the land that the car parks are using, for example within WQ, AT currently manage Jellicoe Street public car park but the land is owned by Panuku.

The New Zealand Transport Authority (NZTA) manage the State Highways. These are the main arterial routes through NZ. State Highway 1 on and off ramps connect to WQ at the junctions of Fanshawe and Beaumont Streets. A Motorway Alliance Group (which includes representatives from AC and AT) advises NZTA with regard to State Highways operations.

3. Facts and Targets

3.1. Access to WQ

There are four main access routes into WQ. Three of these are from Fanshawe Street, Beaumont Street, Daldy Street and Halsey Street. The fourth access route is along Westhaven Drive.

3.2. Workers in WQ

The number of people working in Wynyard Quarter has also increased dramatically and is still growing. Currently over 5,000 office workers are located in Wynyard Quarter. A further 1,500 are engaged in the marine/fishing industries as shown in Table 1.

Construction workers and contractors engaged in redeveloping WQ add to the number of people commuting to and from the area and at peak build times could add a further 900 workers. The first part of Table 1 shows the influx of employees, for new tenant businesses, mainly white collar, numbering over 6,500. The bottom part of Table 1 shows those workers engaged within the historical employers in the area, namely the marine and fishing industries (around 1,500 workers).

Table 1: Current employee numbers in Wynyard Quarter 2016

Company	Staff	Total
ASB	1700	
Fonterra	1500	
Air NZ	1400	
Panuku	150	
Opus	350	
NZ Bus	250	
Theatre	70	
Datacom (relocating in 2017 figures not included)	1250	
TOTAL	6670	6670
Sanford	200	
Pier 21	60	
Orams	50	
Titan Marine	65	
Marine Industry	500 (approx.)	
Silo Marine	600 (max)	
MARINE INDUSTRY TOTAL	1475	1475
Construction workers (average)	500	
CONSTRUCTION WORKERS TOTAL	500	
GRAND TOTAL		8645

As the development of WQ progresses new office accommodation will become available, which will again increase the number of workers. It is estimated there could be over 25,000 workers in WQ by 2030 (ARUP, 2014). The availability of sustainable transport options combined with the transport choices made by all these workers will have a major effect on the congestion and parking demand in WQ.

3.3. Traffic and Parking constraints

Trip generation ceiling targets were specified in the District Plan and are linked to the extent and timing of development permitted in WQ. Section 14.9 of the DP states: *“the intention of the travel management provisions is to constrain and manage single occupancy private vehicle trips to and from Wynyard Quarter, particularly during peak traffic periods, and to increase the proportion of trips using other modes. The aspiration is to achieve a 70/30 modal split, where single occupancy private vehicle trips represent no more than 30% of all trips. Walking, cycling public*

transport and private vehicle passenger trips should account for 70% of overall trips to and from Wynyard Quarter. A critical component of the travel management framework is the following suite of vehicle trip generation ceiling targets:

The targets are for vehicles to and from WQ from all activities and are specified below:

- i. 3500 (permitted) – 3650 (restricted discretionary) vehicles per hour two way; and
- ii. 2500 vehicles per hour one way inbound or outbound during the weekday morning peak (7am – 9am); and
- iii. 2500 vehicles per hour one way outbound or inbound during the weekday afternoon peak (4pm - 6pm).

Achieving these targets was, historically the responsibility of AC. The DP section 14.9 states: “the Wynyard quarter transport plan has been established by the Auckland City Council with input from stakeholders and should provide guidance to the Wynyard Quarter Transport Management Association.

As part of the travel management approach, the Council acknowledges the importance of ongoing monitoring of the traffic effects (both internal and external to Wynyard Quarter), and review of that information in assessing the cumulative impact of development within the Wynyard Quarter.”

However, with the formation of the Auckland Super City these targets were transferred to AT. Traffic flows are constrained by the limited capacity of the three intersections along Fanshawe Street, namely Beaumont Street, Daldy Street and Halsey Street, there is further access along Westhaven Drive.

Data collected in March 2015 (Annexure 18 Traffic Count report, Flow 2015) shows the following traffic flows:

- 2765 vehicles per hour two way
- 1340 vehicles per hour one way inbound during the weekday morning peak (7am – 9am)
- 1628 vehicles per hour one way outbound during the weekday afternoon peak (4pm -6pm).

The above figures show that the capacity targets set are rapidly being reached with the current traffic counts sitting at 76% of the target vehicles per hour two way. Limiting vehicle access to achieve these targets will require people to travel outside peak times or by different modes.

However more recent calculations suggest that due to the proposed influx of office workers and residents to the area the split may have to be expanded to a 20/80 or even a 10/90 in order for the intersections on Fanshawe Street to operate at an optimal level.

3.4. Modal split

The following modal split was predicted for 2030 in The ARUP WQ Transport Peer Review October 2014 (sourced from Panuku).

Table 2: Modal split prediction for 2030

Mode	Mode split	Count
Car driver	16%	2,546
Car pool	16%	2,676
Public Transport	43%	7,033
Walk	14%	2,339
Cycle	3%	483
Taxi	1%	161
Other	7%	1,082
TOTAL	100%	16,319

(Inbound am peak)

The predicted public transport figures would indicate that over 7,000 passengers would need to be moved in and out of WQ by 2030. This means that a very high frequency public transport system needs to be in place in order to meet these targets.

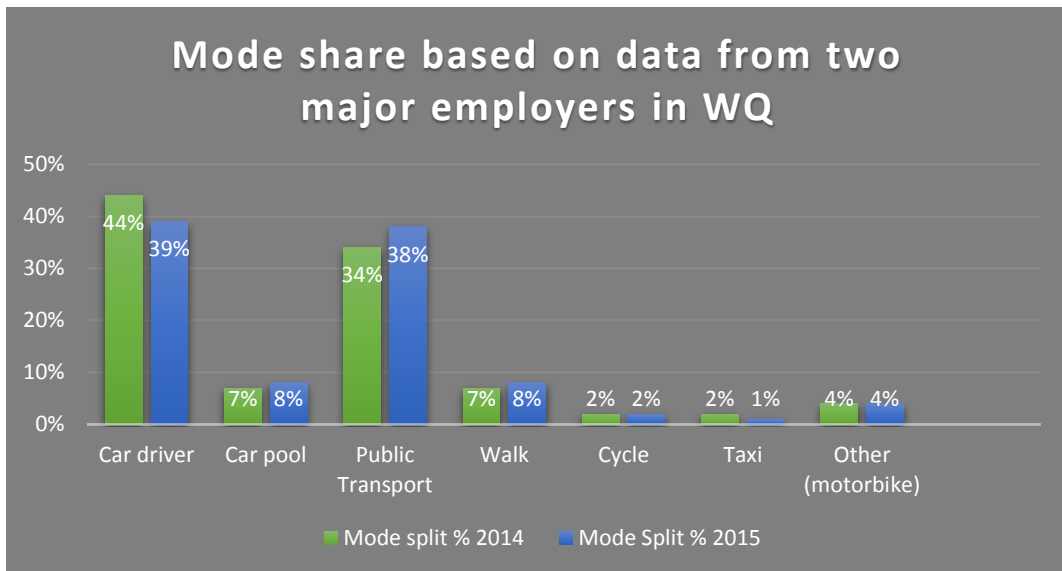


Figure 2: Mode share in WQ based on data from two major employers

The table above shows the mode share based on two of the main employers in WQ. These figures are from data collected by Flow Transportation Specialists in reports prepared for Auckland Transport. The figures show a slight change in modal split with public transport figures increasing (34% to 38%) along with car pool figures, while car drivers dropped slightly. However there still a long way to go before reaching that 70/30 target, or coming close to the modal split predicted by the ARUP report 2014.

4. Parking provision in WQ

The tables below show estimates of the overall parking capacity within WQ and immediately outside its boundaries.

4.1. Off-street parking provision in WQ

Table 3 Off-street parking provision – public parking (approx.)

Location / name	No of spaces	Ownership	Comments	
Westhaven Drive	19	Wilson	Public	
Daldy Street	54	Wilson	Public	
Halsey Street	51	Wilson	Public	
Beaumont Street	64	Wilson	Public	
Jellicoe Street	200	Panuku	Public	Managed by Auckland Transport 30 spaces allocated for private use
Fish Market	65*	Sanford	Public	
Z Pier	65*	Panuku	Public	Online mid 2016
TOTAL PUBLIC PARKING SPACES	453	Excludes Z Pier		
Outside WQ Boundary				
Princes Wharf (slightly off area)	247	Wilson	Public	P&D
Eastern Viaduct	48	Panuku	Public	AT managed P&D - under review
Victory Church	300	Victory Church	Public (M-F) they have a wait list	160 account holders 140 casual daily P&D
Western carpark	60*	Marina/ Panuku	Public & Private	Public at present
Northern marina	60*	Marina/ Panuku	Public & Private	P&D and berth holders
Westhaven Marina	1792	Marina/ Panuku	Public & Private	700 berth holders
SPACES IN CLOSE PROXIMITY TO WQ	715			(Westhaven Marina not included in this total)

*estimate

Table 4: Off-street parking provision – Private (approx.)

Location	No of spaces	Ownership	Comments
ASB North Wharf	97	ASB	Staff & fleet
Westhaven Drive	138	Opus, Crombie Lockwood, Prism	Staff & fleet
NZ Bus Site	144	NZ Bus	Current site. Plus 112 fleet spaces
Silo Marine	40	Panuku	Crew & contractors
Orams	180	Orams	90 roof & ramp
Hamer Street	270	Panuku	Rented to ASB
Daldy/Gaunt Street	70	Panuku	Mix of staff and construction
Wynyard Common	60	Panuku	Contractors
West 2 (Whale on wall)	90*	Panuku	Panuku staff
West 1 (Gravel pit)	140	Panuku	Sanford have 70
North Sails	75	Panuku	For construction
Pier 21	55*	Pier 21	6pm – 7am 30 spaces open to public
Fonterra Building	159	Fonterra	Staff & fleet
Air New Zealand	150	Air New Zealand	Staff & fleet
Sanford	65	Sanford	Second floor behind barrier
Wharf behind VEC	100*	Marina/Panuku	Commercial wharf VCE staff
NZ Bus	150*		New site for use by NZ Bus staff
Hilton Hotel	100*		Online 2018
TOTAL PRIVATE PARKING	1833	NZ Bus & Hilton not included in total	

*estimate

4.2. On street parking in WQ

The availability of on street parking changes as developments in the area progress and road infrastructure is affected accordingly. As more land is developed, areas of free all-day parking currently occupied by commuters will, in time, disappear. This will put increasing pressure on the existing parking capacity. The tables below provides an estimate of the on street parking managed by AT and the numbers identified during an audit.

Table 5: On street parking as at March 14 – source AT

Location	No of spaces
Beaumont Street	85
Brigham Street	63
Daldy Street	49
Gaunt Street	58
Halsey Street	39
Hamer Street	109
Jellicoe Street	40
Madden Street	38
Pakenham Street West	67
Westhaven Drive	38
TOTAL	586

Table 5: On street parking as at March 14 – source AT shows on street parking capacity in March 2014. There were approximately 586 spaces but this has now been reduced to approximately 387 (excluding parking on verges) by June 2016 – see

Table 6: On street parking as at June 2016 – physical audit.

Table 6: On street parking as at June 2016 – physical audit

Parking type/area	No of spaces	Comments
Hamer & Brigham Street	120	These streets have no parking meters – so parking is free There are some areas of P180
Cars parked on verges	60	Indicating high demand for parking
All other on street parking	267	All streets with WQ TMA Boundary. Cars parked in tram stops as they are not in use
TOTAL	447	
Motorbike parking	65	Some parking where cycle racks have been installed
Disabled/mobility spaces	6	P180 a further 3 at the Viaduct Convention Centre
P5 loading bays	34	(all day every day or 8am – 6pm Mon - Sun)

*Note: All figures above are approximate and were counted in June 2016

The significant number spaces which are free of charge, actively encourages driving into WQ. Consideration should be given to installing Pay and Display controls (where there are currently none) to enable turnover of spaces and to discourage long stay commuter parking.

4.3. Summary of CCO parking ownership in WQ

44% of off street public parking and 40% of off street private parking is owned by Panuku. 100% of on street parking is owned and operated by AT.

4.4. Priorities for parking in WQ

The allocation of limited parking capacity in WQ requires serious consideration. WQ TMA Interim Board should advocate for prioritised parking allocation.

Table 7: *User group priority for parking in WQ - draft* is an indicative parking allocation strategy based from high to low priority users.

Table 7: User group priority for parking in WQ - draft

Priority	User group	Comments
High	Emergency vehicles	Must take priority over all other users.
	Mobility permit holders	Spaces required in close proximity to destination (are there enough designated spaces in WQ? Currently just 6).
	Visitors	1-4 hours is sufficient time for recreational visitors and clients to businesses. After 4 hours the vehicle should be moved to allow turnover of the spaces. There is a need to deter long stay use of spaces.
	Shift workers	Who cannot use PT as it is not available due to timing of work patterns. Can car/vanpooling be encouraged and rewarded.
	Car share	Promotion of this plus vehicles used to get around once in WQ. Could these vehicles be used by others (such as PT users) who then need to attend private appointments during work time? They might otherwise become car commuters.
	Carpoolers	More designation of spaces to encourage participation and subsequent enforcement required. Reward scheme for new and existing car poolers. Needs to be supported by a full carpool programme with effective matching software at its core.
	Loading	Short stay close to business being serviced. If delivery times in some areas were restricted (avoiding peak congestion hours) these spaces could then have a multi-use and be used more efficiently.
	Flexi / part time workers	These workers could have no impact on peak hour congestion, but are disadvantaged as all spaces are full when they arrive for work. As these flexible work patterns are encouraged we need to give consideration to their needs and ensure spaces are available for them (late birds instead of early birds).
	Contractors	Working on specific projects with existing businesses in WQ (i.e. construction and marine). These workers need to bring tools onto site.
	Construction workers	Early starters when PT is not running, they need to bring tools onto site.
	Motorbikes	Needs to be close to destination and safe parking. Space efficient.
	Event and tour coaches	Drop off and then exit the area. Important to identify spaces for them or they may take up car parking spaces.
	Taxis	Short stay should be encouraged – sites clearly identified.
	PT layover	To be moved outside of WQ area or relocated within bus depot.
Low	Commuters	Long stay 7am – 6pm should be encouraged to look at alternative modes for example carpooling, car share and public transport.

Car parking spaces can be managed to reflect the changing work patterns of staff in WQ. There is an opportunity to influence modal choices by manipulating car parking and putting in place new and innovative regimes. These could include allocating spaces where no parking is allowed before 9:30am. “Late bird” (as opposed to early bird) rates could reward commuters for travelling outside peak times.

The overall picture of what parking will look like once WQ is fully developed also needs to be shared. Employers and business owners can then appreciate that there needs to be a significant modal shift away from single occupancy vehicle (SOV) trips.

5. Duration of parking in WQ – case studies

5.1. Beaumont Street – on street public parking

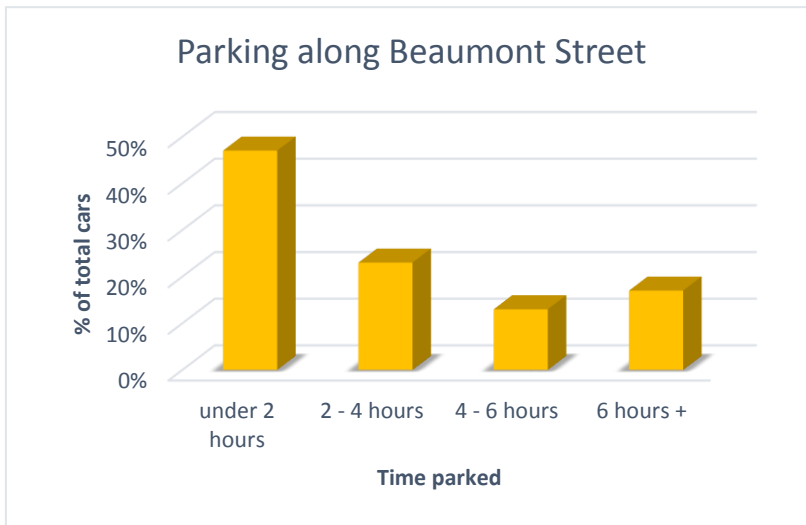


Figure 3: Parking on Beaumont Street

AT provided raw data collected over a two week period (7th to 18th March 2016 weekdays only) from the Pay & Display meters along Beaumont Street. These results can be seen in the graph opposite (Figure 3: *Parking on Beaumont Street*). 47% parked for under 2 hours, but 30% parked for over 4 hours. It would appear that the pricing at that time did not deter longer stays (\$16 per day). Cash was the most popular method of payment (48%) credit cards were only slightly lower at 41% with phone payments at just 11%. It is noted that the cost of on street Pay & Display parking increased substantially in July 2016.

5.2. Jellicoe Street car park – public car park

AT provided raw data over a two-week period (7th to 18th March 2016 weekdays only) from the Pay & Display machines in the carpark. This car park is owned by Panuku and managed by AT. It should be noted that this car park is designated four hour maximum. The car park also offers the first hour free. This is slightly confusing as effectively this one hour may need to be added to the total parking time. Panuku have control over the pricing structure in this car park.

By analysing the payments, it can be seen that people are topping up the meters after the initial four hours, thereby allowing them to park all day. This pattern is repeated on a daily basis - weekdays only. In effect those people returning to feed the meter could potentially enjoy two hours free parking per day. If the policy of four hour maximum is to be adhered to (to encourage turnover of spaces) then more enforcement is needed. The fines for overstaying in this car park is \$12 – so anecdotally many people overstay and pay the fine. Payments by cash accounted for 56%, with credit card at 38% and phone payments at just 6%.

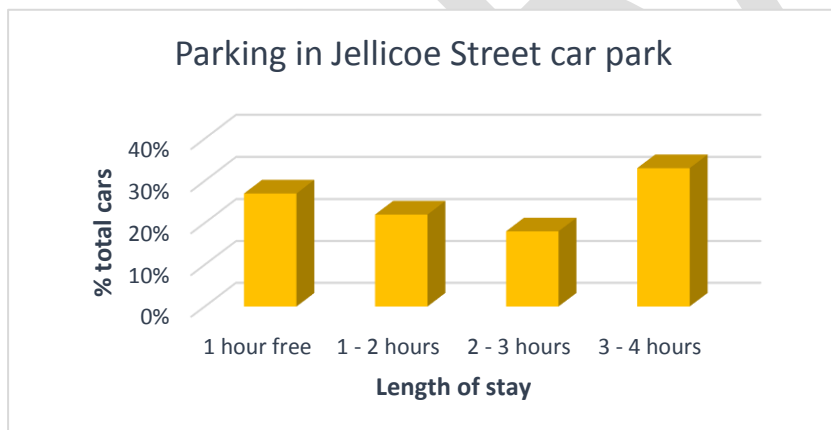


Figure 4: Parking in Jellicoe Street car park

The new parking charges were enforced July 2016. Prices have risen to \$3 per hour for the first two hours and \$6 per hour thereafter, so staying in an on-street car park all day (9 hours) now costs \$51. This may alter parking patterns, and the data collected for this report can be used as a baseline against which to monitor any changes.

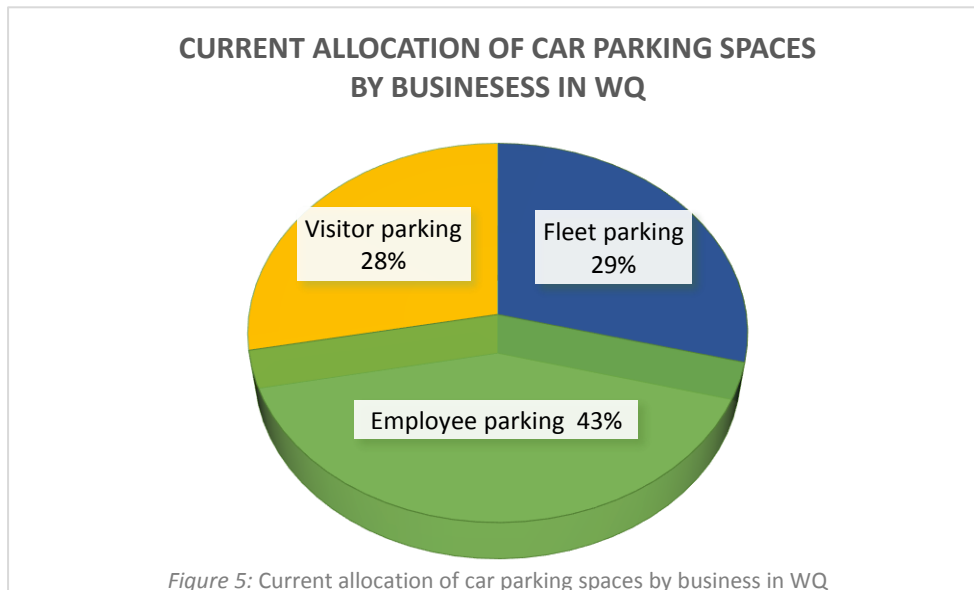
6. WQ Parking Survey

In May 2016, the WQ TMA Interim Board sent out a short parking survey to businesses in the area. The survey asked for feedback and also offered the opportunity for one on one discussions.

54 responses were recorded (a response rate of 35%). The key findings are detailed in this section.

6.1. Allocation of car parking spaces

65% of respondents provided their employees or visitors with car parking (both on and off site), 35% had no car parking provision. Of those that had car parking, *Figure 5: Current allocation of car parking spaces by business in WQ* shows how the spaces were allocated:



Both the fleet and employee parking generate trips to the workplace and therefore, 72% of spaces could be generating peak hour travel into WQ, as could a proportion of visitor parking.

6.2. Hours of use

68% of those surveyed utilise their car parking spaces between 8am and 5pm (standard office hours). The times when large portions of parking were not being used were overnight (e.g. 7pm-7am) and over the weekends. While this does not indicate any opportunity to cope with peak parking demand, it does present the possibility of utilising this parking (and perhaps raising revenue) for evening and weekend activities such as hospitality, events and the arts.

6.3. Paying for parking

The key point to note from this survey is that 52% of organisations do not directly charge employees for the costs associated with providing workplace parking. This inadvertently provides an incentive to drive. There is an opportunity to 'unbundle' the costs of staff parking, so that commuters know how much it costs to provide parking.

The simple act of 'unbundling' makes parking costs more transparent, providing an opportunity to manage travel demand. 'Unbundling' the costs of parking from employee salaries would show it as a separate itemised cost. Harnessing this opportunity to charge employees for the cost of parking is likely to encourage mode shift. There may be some resistance to implementation for employees who are not used to being charged the direct cost of their parking.

7. Parking rates and leases in WQ

7.1. New on and off street parking rates

New rates introduced July 2016 are designed to reduce all day parking and increase the turnover of spaces.

Table 8: New on and off street parking rates (Auckland Transport)

ONSTREET RATES	Old price	New price	New price
Monday – Friday 8am – 6pm	\$2 per hour	\$3 per hour (up to 2 hours)	\$6 per hour (over 2 hours)
Saturday 8am – 6pm	\$1 per hour	\$1 per hour	\$1 per hour
Sunday & Public Holidays	Free	Free	Free
JELlicoe STREET CAR PARK	New hours	Old price	New price
Monday – Sunday 7am – 10pm (Max 4 hours limit)	Monday – Sat 7am – 10pm (Max 4 hours limit)	\$2 per hour First hour free	\$6 per hour First hour free
	Sunday & Public Holidays (Max 4 hours limit)		\$2 per hour First hour free

Introducing charging on Sundays and Public Holidays could be seen as a disincentive to visitors and those people wanting to use hospitality in WQ. Likewise, the new ASB Waterfront Theatre will bring more visitors travelling in off peak times and consideration needs to be afforded to their clients.

7.2. Wilson car park rates

Wilson operate several sites in WQ and have rates from \$5 per 30mins, \$12 per hour, 4 hours+ \$60, 12 hours \$60 and an \$18 early bird on Westhaven Drive. Some of these prices are much higher than the new AT and Panuku rates. This indicates that the AT and Panuku rates are still below what the market would pay.

7.3. Panuku parking agreements

Panuku lease parking spaces to their own staff, businesses, construction companies and sub-contractors, both on a long and short term basis. Pricing regimes should reflect market rates. Parking agreements, utilising publically owned land, should be transparent and equitable.

Currently lease parking spaces are allocated on a first come first served basis, and are generally issued in bulk. The rates charged by Panuku for car parking spaces has recently been increased from \$50 to \$65 per week which is below the historical (i.e. pre-July) AT charges for parking on street all day. It is not general knowledge that Panuku have parking spaces that are available for lease.

The leaseholders using Panuku managed car parks have to display a paper permit in order to park. Currently the lease agreements do not prevent the on-selling of these publically owned spaces for profit.

As employee and resident numbers increase and the demand for these scarce spaces grows, a clear plan needs to be in place to ensure best use of these parking areas.

7.4. Parking permits

At the end of June 2016, Auckland Transport discontinued the Essential Services Permit scheme (ESP). The ESPs were purchased from AT and allowed contractors to park all day throughout most of WQ at very low cost. Auckland Transport replaced the ESP with a new 'Trade/Contractor one-day parking' coupon scheme, valid throughout Wynyard Quarter,

which allows contractors to pre purchase exemptions for parking at a cost of \$20 per day. It allows for multiple coupons to be purchased. This new trade permit scheme went live on 1st July 2016. The coupon system will still offer convenience but is aimed to more accurately reflect the cost of using on-street parking. For shorter stays it may be more economical for contractors to pay at the parking machine. Coupons will be available for selected users that require an exemption from time restrictions or an alternative way to pay for paid parking to allow them to carry out their work. Coupons will be charged per day rather than the previous monthly or half-yearly permits. However, longer time periods can be purchased.

Later in 2016 the system will go digital, with physical coupons no longer required. AT is introducing a parking payment app called AT Park. Users can register for AT Park and use their account to purchase “digital” coupons or pay for parking directly from their phone without the need to visit a parking machine or display a ticket. The system also works on a “tag on” “tag off” approach where the user doesn’t have to guess how long they are going to be and only pays for the time they use. The parking cost is charged directly to a credit card and there are no transaction fees. There can be multiple vehicles on one account which will be useful for businesses with several vehicles parking in paid parking areas. New technology will provide the platform to enable the coupon system to be customer-friendly and easily enforced.

WQ businesses have concerns that the permit holders will take up vital on street car parking spaces, which will in turn limit the turnover of those spaces. Businesses that rely on retail trade, mainly situated along Beaumont Street, require rapid turnover of spaces adjacent to their businesses. A suggestion has been made as to whether these permit holders could be excluded from high retail areas, such as Beaumont Street.

7.5. Enforcement and fines

The current fine system is a nationwide regime set by the Ministry of Transport (MOT). The fees are as follows:

Table 9: Enforcement and fines as set by the Ministry of Transport

Infringement time	Fine
up to 30 mins	\$12
up to 60 mins	\$15
up to 2hrs	\$21
up to 4hrs	\$30
up to 6hrs	\$42
more than 6hrs	\$57

These relatively low fines combined with the anecdotal lack of enforcement in WQ have resulted in many people either not paying at all, or overstaying their time and risking a fine. The resulting lack of turnover of spaces is a major concern for WQ where the demand is high. The survey data from the Jellicoe street car park found many people are simply feeding the meter, so if the four-hour maximum parking regime is to be retained more effective enforcement is needed. AT are lobbying MOT to increase these fines and WQ TMA may wish to support them in these efforts.

8. Maximizing car parking capacity

8.1. Apps to share parking

From the WQ parking survey it was identified that there are times when many car parking spaces are empty – for example in the evenings and weekends. This spare capacity could be harnessed through software like Parkable. Parkable provides an easy-to-use app based system for casual rental of spaces. It may be possible to work with Parkable (or others like it) to generate a revenue share function. Thus, there may be some potential for individuals and or organisations in WQ to gain additional revenue by renting out spare parking during periods when it is not needed. This could be particularly relevant when events are taking place in WQ and demand for spaces is high.

8.2. Valet Parking

Additional evening capacity would be very much welcomed by the hospitality sector who have been trying to get a valet parking scheme off the ground. The opening of the ASB Waterfront Theatre (ASBWT) in October 2016 will also increase demand for off peak parking. The joint working of these two sectors (arts and hospitality) is a great example of how the TMA has brought people together. There is interest from larger businesses who could be willing to share secure car parking for the purpose of valet parking. ASBWT has also conducted a travel survey and has some innovative ideas to get their audiences to the new venue. The WQ TMA will continue to support and work with them.

8.3. Empty spaces

It is important that WQ TMA encourage businesses to view car parking spaces like office space. Parking needs to be managed and utilized to its full capacity. This requires some work but could ultimately result in increased profits and or revenue for the WQ TMA. Brigham Street car park is an example of a car park used by commuters during the week but sits almost empty every weekend.

8.4. Events

The demand for event parking is high and Panuku currently rent out spaces to event crew and staff. There are opportunities for WQ TMA members to generate additional revenue by providing parking for events. When events fall outside peak hours (and with the necessary consents) WQ TMA members could charge people to park in empty spaces – e.g. behind the Viaduct Events Centre. This could be at a one off event rate (collected via a portable eftpos machines) and would be for a set time period. These funds could then be used to fund initiatives generated by the WQ TMA.

9. Current modal options

Table 10

MODE	OPTIONS	INFULENCING FACTORS	COMMENTS
Drive	Park on street	<p>Early starters (such as construction workers and contractors) get the spaces as they start earlier than office workers.</p> <p>AT coupons can be used - which change short term spaces into all day spaces.</p> <p>High cost of all day parking.</p>	<p>As they onsite before 7am they are not being counted in morning congestion figures.</p> <p>Cost could be shared if van or carpooling.</p>
	Public car park	<p>People working flexi time or part time often arrive later and by that time all spaces are occupied. There only option is to feed the meter.</p>	<p>Spaces need to be allocated on occupancy of vehicle not number of spaces required (buying power).</p>
	Private car park	<p>Employers have private arrangements with staff. Currently little priority is given to car or van poolers.</p> <p>Most are allocated first come first serve, or based on historic agreements. There are wait lists within some companies Parking costs are bundled into wages.</p> <p>Leases purchased form Panuku are purchased in bulk by construction companies. Cost borne by company and sometimes passed on to individuals.</p>	<p>Allocation of parking could be reviewed and rewards given to those who car pool or who are not able to use alternative modes.</p> <p>Identifying cost of parking may help employees chose an alternative mode.</p> <p>Everyone needs to be charged same rates.</p>
	Drive alone	<p>Cost of parking the car.</p> <p>Location of car park in relation to work site (especially if tools are needed).</p> <p>Congestion levels – increased journey time.</p> <p>Insurance –especially for company vehicles</p> <p>Working on multiple sites.</p>	<p>Influenced by pricing structure.</p> <p>Priority given to those who need to return to the vehicle during the day.</p> <p>Unable to use transit lanes.</p> <p>Are they able to take passengers?</p> <p>Workers who work in multiple locations.</p>
	Car or Van pool	<p>Everyone gets to work on time. Start and end times need to be similar for all.</p> <p>Cheaper for parking and fuel costs.</p>	<p>Convenient designated car pool spaces close to site.</p> <p>Everyone shares the costs or the service if free.</p>

		<p>Plenty of space to bring tools in car/van.</p> <p>Reduction in journey times.</p>	<p>Lockups needed onsite.</p> <p>Use of T2/T3 lanes – quicker journey times</p>
Public Transport	Bus, Train and Ferry	<p>PT may refuse workers with dirty gear.</p> <p>Early starts may mean no PT running.</p> <p>Taking tools on PT doesn't work.</p> <p>Walking with tools to the site – not convenient.</p> <p>Last part of the journey unpleasant in wet weather.</p> <p>People don't know what options are available to them.</p>	<p>Provide clean-up area plus showers and lockers?</p> <p>Journey times too long from some areas.</p> <p>Only option is to drive.</p> <p>Long walk from PT stops to WQ with gear and tools</p> <p>Look to provide shelter or shuttle service.</p> <p>Provide help and online personalised journey planning.</p>
Active modes	Bike / walk / run	<p>Can be used for part or all of the journey Provide walks and online information.</p> <p>Bike share and electric bikes could be used once in WQ.</p> <p>Construction workers often need to bring tools onto site and these are not very portable.</p>	<p>Facilities at work place to store bikes, gear and showers need to be in place.</p> <p>Only an option if you don't need to bring anything into work place.</p>

10. Recommendations

The following recommendations result from the findings of the WQ Parking Plan. The implementation of these recommendations will depend on WQ TMA decisions and funding.

10.1. Advocacy and representation

- 10.1.1 Ensure TMA is consulted on new routes for cycle paths.
- 10.1.2 Enforce speed limits in WQ.
- 10.1.3 Bus layovers to be removed from within the boundaries of the WQ TMA area to free up valuable short term car parking spaces. Dedicated bus and coach parking areas to be identified on the perimeters of WQ.
- 10.1.5 Encourage major employers to regularly review and update their Travel Plans.
- 10.1.6 Seek to improve weather protection to encourage greater take up of Park & Ride and active modes for example provide shelter while waiting at Te-Wero Bridge and Park & Ride at Constellation Drive.

10.2. Collaborative working

- 10.2.1 Seek to pull together those who have interests in car parking so that everyone has shared objectives and is working together towards a shared vision.
- 10.2.2 To ensure equity all parking resource needs to be managed by one organisation who can then manage it in line with the agreed TMA objectives which will have cross organisational support.
- 10.2.3 Work with AT and Panuku to offer vanpooling participants preferential car parks and rates.
- 10.2.4 Review timing of events to reduce impact on peak congestion.
- 10.2.5 Encourage companies in WQ to unbundle parking from wages so that employees can see exactly what the cost of parking is and make decisions accordingly.
- 10.2.6 Work with startup businesses and app based schemes to maximize the parking capacity and turnover of car parking spaces in WQ.

10.3. Monitoring, review & enforcement

- 10.3.1 Increase enforcement of parking rules in WQ.
- 10.3.2 Work with AT to increase the penalties for overstaying in parking areas.
- 10.3.3 Investigate the purpose of the one-hour free parking in Jellicoe Street car park and seek equity with other public parking in WQ.

10.4. Communication

- 10.4.1 Work with businesses to affect mode change by providing travel planning help and guidance in partnership with AT.
- 10.4.2 TMA to become a one stop shop for parking related issues in WQ – an independent body.
- 10.4.3 Inform WQ businesses and employees of initiatives and changes via a new clean database.
- 10.4.4 Set up a blog site (or similar) to allow commuters to share travel frustrations with WQ TMA. Seek to find solutions and change attitudes.
- 10.4.5 Opportunity to condense the plethora of transport and parking related communications into one portal.

10.5. Data resources

- 10.5.1 Creation and management of a comprehensive database of businesses in WQ.
- 10.5.2 Collate existing data in one place to avoid duplication and identify any gaps in data collection that may exist. This will enable benchmarking to gauge success of strategies.
- 10.5.3 Base line data to be collated and/or collected (understanding that the Annexure 18 annual data collection is undertaken by AT)
 - PT figures – number of people alighting in Fanshawe Street, and by Victoria Park
 - Cycle and pedestrian counts
 - Vehicle counts on key access routes
 - Vehicle occupancy counts on key access routes
 - Parking duration figures for both on and off street
 - Speed of vehicles in WQ
 - Occupancy rates for parking spaces on and off street areas
 - Measure air pollution
 - Annual staff mode surveys for major employers
 - Annual staff survey of where people come from
 - Data from Panuku monitoring cameras
- 10.5.3 Look to share baseline data with WQ TMA members, as a member benefit.

10.6. Initiatives

- 10.6.1 Investigate options to establish a new area-wide carpool scheme for WQ employees.
- 10.5.2 Advocate for dedicated carpool/vanpool spaces in both public and private car parks to encourage greater uptake of carpooling for commuting
- 10.6.3 Seek to have preferential rates and dedicated spaces for car and van pooling participants in car parks managed by Panuku and AT.
- 10.6.4 Encourage private entities to allocate van / car pool spaces in car parks.
- 10.6.5 Investigate the opportunity for a WQ shuttle bus to operate in peak hours.
- 10.6.6 Seek to allocate spaces where no parking is allowed before 9.30am and then introducing a late bird parking rate for people arriving after 9.30am.
- 10.6.7 Investigate if weekend parking could be introduced into the Brigham Street car park.
- 10.6.8 Advocate for trade parking coupons to be prohibited from use in Beaumont Street so as to protect the marine retail trade.
- 10.6.9 Seek to have a maximum time limit of P180 put in place along Beaumont Street.
- 10.6.10 Advocate for the introduction of parking meters to the current free parking areas along Brigham and Hamer Street to increase turnover of spaces. Revenue collected could be hypothecated to provide a revenue stream for the WQ TMA.
- 10.6.11 Valet parking for bars and restaurants has been mooted but no progress made until TMA made connections. Seek to support a trial valet parking scheme.
- 10.6.12 Restrict time for deliveries into WQ to reduce congestion at peak periods. The P5 loading bays could then have a dual use – perhaps allowing mobility permit holders to use them
- 10.6.13 Investigate trailing bike share and electric bikes for WQ to reduce congestion in the area.