

**From:** official information  
**Sent:** Tuesday, 25 May 2021 12:36  
**To:** [REDACTED]  
**Cc:** official information  
**Subject:** RESPONSE: LGOIMA 21137 - [REDACTED] - Questions Relating to Councils "Free Parking"

Kia Ora,

### RE: Questions relating to Councils "Free Parking" – LGOIMA 21137

Further to your email and attachment received on Wednesday 21 April 2021 relating to the free parking, please find our response below.

Please also find all relevant documents via this link – [LGOIMA 21137](#) Note, this link will expire 24 June. Please be aware, information that has been redacted has been done in accordance with LGOIMA Section 7(2)(a) – To protect the privacy of the natural persons.

#### Request (1)

##### "Free" Parking

The "Free" parking trial in the CBD was introduced despite consultation generating 449 submissions, 367 submitters (82%) opposed "Free" parking: the premise of "Free" parking was to encourage more people to spend more time in the central city. Improving access and reducing perceived cost barriers to on street parking, attracting short-term visitors and shoppers to CBD businesses, (to spend more money) with the target 85% parking utilisation factor retained. Making a Vibrate City Centre.

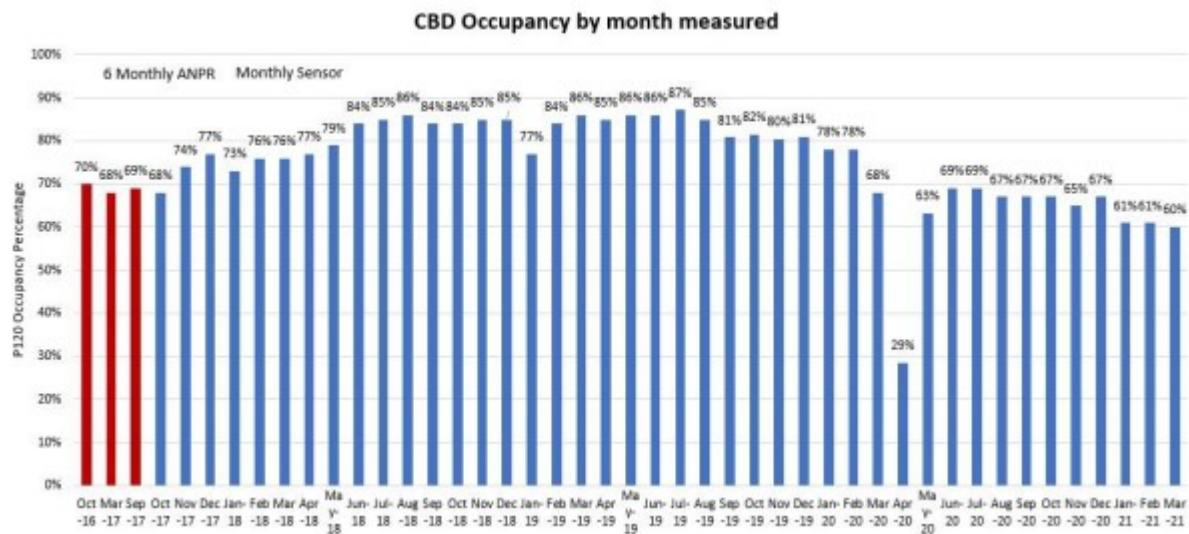
Prior to the 'free' parking trial in 2017, on-street meter revenue averaged \$112,722 per month or \$1,352,666 per annum and parking was free before 9am and after 3pm.

Under the "Free" parking trial (1 Nov 17 until 1 Mar 20), on-street meter revenue averages \$23,933 per month or \$287,196 per annum, a net difference (loss) of \$88,789 per month

Based on the net monthly difference of \$88,789, for the 41 month "Free" parking trial period of November 2017 to March 2021 the "Free" on-street parking trial has cost \$3,640,349.

The CBD occupancy initially rose from 68% at the beginning of the "Free" parking trial to the 85% target utilisation, fluctuated mid-2018 to January 2019 then steadily declined to 60% in March 2020

The graph displays the CBD Occupancy trend for business sensitive areas. The figures show occupancy trending below of the target value of 85% for the previous 12 months excluding the holiday period



During the 2014 – 2015 financial year, the council issued 20,137 tickets, with 94.6 per cent of fines paid. But in the 2019 – 2020 financial year, that payment rate had crashed to 72 per cent. Motorists fined for parking in disabled parks are even more reluctant to cough up, with just 60.9 per cent paying their tickets in 2019 – 2020. This compares to a payment rate of 93 per cent in 2014 – 2015.

<https://www.stuff.co.nz/national/politics/local-government/123789395/meter-running-out-on-free-parking-on-cbd-fringe-mayor-says-commuters-must-pay-true-cost>

Empirical research indicates that overstaying the 2 hours “Free” is common, anecdotally the chances of receiving a ticket is remote and when issued a parking ticket the fine is cheaper than the cost of paid parking.

**Request (1a)**

Has there been any analysis of the number of meter overstays vs the parking infringement notices?

**Response (1a)**

No analysis has been completed as the current on street meters are stand alone and not digitally connected to the Hamilton City Council parking management system.

**Request (1b)**

Has any abuse been identified?

**Response (1b)**

This remains a work in progress as we are exploring ‘point-of-sale’ technology solutions (i.e. customers paying for extra time) that will integrate with our existing parking management system. Until we address technology integration this does not form part of our current reporting metrics.

**Request (1c)**

If so how much?

**Response (1c)**

As noted above in Response (1b) this is currently a work in progress.

**Request (2)**

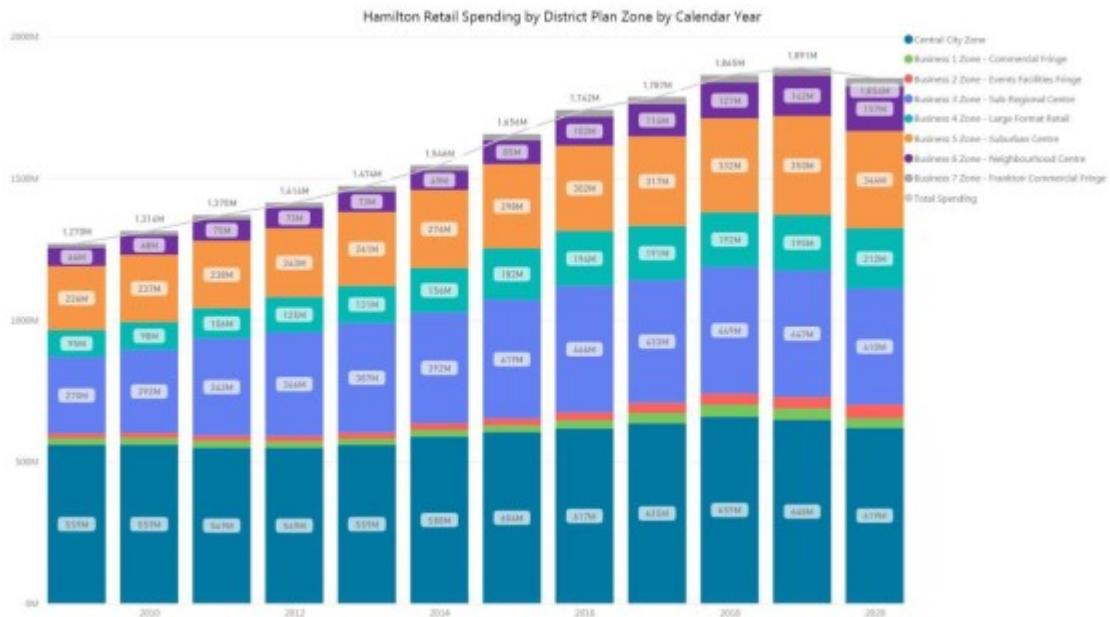
<https://www.hamilton.govt.nz/our-council/council-publications/districtplans/monitoring-the-district-plan/Pages/A-Vibrant-City-Centre.aspx>

Monitoring the District Plan is to analyse the efficiency and effectiveness of policies, rules or other methods of planning processes. The results help Council identify which parts are effective and efficient (successful or unsuccessful).

Part of the monitoring framework is to assess whether the parking strategy is achieving the strategic direction envisaged, specifically on street parking should be provided as a service to support and active, strong commercial central city.

The chart shows the total electronic spending in Hamilton for the 2018 financial year was \$1,865m. The total for 2019 to December \$1,891m. The total to December 2020 \$1,854m

It also displays the total electronic spending in the Central City for each quarter from 2009 to December 2020.



Spending in the Central City Zone has steadily declined from 44% in 2009 to 33% in 2020.

CBD :Free" parking has been tried and discontinued in Lower Hutt, Porirua, New Plymouth, Tauranga and Rotorua it did not revitalise or attract more people to the CBD, it cost a considerable amount of money and was an abject failure. Council were made aware of this during verbal presentation of submission.

### Request (2a)

Where was Council mandate to introduce "Free" parking?

### Response (2a)

Please see response 3, LGOIMA 20208 supplied on 1 September 2020 for information (Appendix 1). No further information is available.

### Request (2b)

What was the staff information presented to the Parking Task Force?

### Response (2b)

Attached are the minutes for the Central City Parking Control Task Force. Appendix 2 to Appendix 11

### Request (2c)

What were the recommendations presented to The Central City Parking Control Task Force?

### Response (2c)

Please see response 2, LGOIMA 20208 supplied on 1 September 2020 for information. No further information is available.

### Request (3)

Approaching four years of "Free" parking:

### Request (3a)

How long is the trial?

### Response (3a)

At the 30 June 2020 Infrastructure Operations Committee, the Committee received and carried the recommendation from the Central City and River Plan Advisory Group to extend the central business district to-hour free on-street parking trial to 30 June 2021. Please see response 1, LGOIMA 20208 supplied on 1 September 2020 for further information.

**Request (3b)**

Has a review been conducted or is a review to be conducted?

**Response (3b)**

Yes, a review is currently in the process and will be presented to Elected Members later in the year once completed.

**Request (3c)**

If conducted what were the findings?

**Response (3c)**

The report is currently incomplete therefore findings are not available.

**Request (4)**

Has any independent analysis been conducted of the performance of the “Free” parking?

If yes

**Request (4a)**

Who conducted review/analysis?

**Response (4a)**

MR Cagney has been engaged to support staff in the development of parking management initiatives for Council’s consideration. Part of this engagement does include a review of the 2-hour free parking.

**Request (4b)**

What were/are the findings?

**Response (4b)**

This work is currently underway, while only tentative dates have been set (actual delivery dates are to be confirmed with Elected members), staff expect this piece of work to be completed by December 2021.

**Request (4c)**

What were/are the recommendations?

**Response (4c)**

Recommendations will form part of the ‘Final’ report that is presented to Council. Further to Response (4b) above, staff expect this to be completed by December 2021.

**Request (5)**

Has the “Free” parking trial contributed to a Vibrant City Centre?

**Response (5)**

The parking trial monitoring framework agreed by the Parking Taskforce is based on monitoring on-street parking occupancy data, and the ‘Vibrant City Centre’ themes that is monitored as part of the District Plan measures (refer to Table 1.0 below).

*Table 1 - Parking Monitoring Framework*

Key Theme	Indicators	Who	How	Frequency	Comments
1. On-street parking	Occupancy percentage of on-street car parks (809)	City Transportation	Summarise data collected from sensors	Monthly	Baseline data; Automatic Number Plate Recognition (ANPR) surveys conducted bi-annually.
2. A vibrant city centre	Increase in number of people living in Central City	Economic Growth & Planning	Statistics NZ	Quarterly	Baseline 2014 to be developed to align with decisions on the partly

				operative district plan (PDP)
3. A vibrant city centre	Increase in retail spend in Central City	Economic Growth & Planning	Marketview	Six Monthly or Annually
4. A vibrant city centre	Number of employees in Central City in comparison to rest of Business Centres in the City	Economic Growth & Planning	Statistics NZ	Quarterly
5. A vibrant city centre	Gross Domestic Product (GDP) – Central City	Economic Growth & Planning	Infometrics	Quarterly

The latest parking trial monitoring data was presented at the [Infrastructure Operations Meeting on 30 June 2020, page 54, paragraphs 37 to 40](#). The below table 2 has been updated with the latest data for the year ending 31 March 2020. Key Theme 3, increase in retail spend in the Central City is available in table 3 below.

Table 2 – Summary of key themes 2,4,5

Year ending 31 March	Key Theme 2 Increase number of people living in Central City		Key Theme 4 Number of employees in Central City		Key Theme 5 GDP – Central City	
	No.	% <sup>1</sup>	No.	% <sup>1</sup>	No.	% <sup>1</sup>
2014	2,950		20,166		1,701	
2015	3,100	5.10%	21,549	6.90%	1,827	7.40%
2016	3,310	6.80%	21,855	1.40%	1,870	2.40%
2017	3,490	5.40%	22,252	1.80%	1,906	1.90%
2018	3,800	8.90%	23,038	3.50%	1,970	3.40%
2019	3,970	4.50%	21,855	-5.10%	2,546	29.2%
2020	4,440	11.8%	22,418	2.60%	2,804	10.1%

Table 3 – Key Theme 3 – Increase in retail spend in the Central City

Year	Quarter	Sum of Spending	Percentage change to the same quarter from prior year
2016	1	156.1	
2016	2	167.0	
2016	3	165.0	
2016	4	178.3	
2017	1	157.9	1.2%
2017	2	169.3	1.4%
2017	3	169.0	2.4%
2017	4	185.7	4.2%
2018	1	165.7	5.0%
2018	2	173.8	2.7%

2018	3	174.0	3.0%
2018	4	189.5	2.0%
2019	1	165.7	0.0%
2019	2	168.1	-3.3%
2019	3	170.3	-2.2%
2019	4	182.7	-3.6%
2020	1	158.6	-4.3%
2020	2	130.0	-22.7%
2020	3	171.1	0.5%
2020	4	188.9	3.4%
2021	1	163.6	3.2%

**NB:** Infometrics have rebased their spending data because BNZ has stopped supplying data in 2021. The dataset now starts in 2016.

#### Request (6)

How does the “Free” parking trial support the funding needs analysis? that:

- Council considers that users receive the primary benefit of parking management and
- There are well established user charges methodologies for city parking that assist in demand management.

**Clarification sought 28 April 2021 for Request 6, resulting in the following information supplied 29 April 2021.**

Find below the information requested:

<https://www.hamilton.govt.nz/our-council/policies-bylaws-legislation/policies/Documents/Funding%20Needs%20Analysis%20Policy%20D-1784168.pdf>

#### Funding Needs Analysis

#### Schedule One: Activity Funding Needs Analysis – operating costs

page 10

Activity	Community Outcomes	Distribution of Benefits	Period of benefit	Whose Act Creates a Need	Separate funding	Funding source	Rationale
Parking Management	Proving Outstanding Infrastructure	Parking provides a direct benefit to users. Having parking available in business areas provides an indirect benefit to businesses.	The benefit of most operating costs is expected to arise in the year the funding is sourced.	There is an impact of the actions or inactions of others	Identifying separate funding assists in the accountability and transparency of Council's expenditure on this activity.	ALL User Charges	There are well established user charges methodologies for city parking that assist in demand management.
	An Active, Strong Commercial City with Distinctive Suburban Villages	Council considers that users receive the primary benefit of parking management.		Demand is driven by volumes and time parked.		UNLIKELY All other funding sources	Fines revenue is included in user charges and results in this activity operating at a surplus.

Also:

<https://www.hamilton.govt.nz/our-council/policies-bylaws-legislation/policies/Documents/D-2740853%20%202018-28%2010-Year%20Plan%20-%20Revenue%20and%20Financing%20Policy%20-%20Final%20on%20website.pdf>

Table 1: Summary of funding sources by activity s.101(3)(a) only

Parking Management list – **User Charges** – General Rates and Targeted Rates

## Response (6)

The funding needs analysis was considered as part of the report (Item 9) presented at the [Council Meeting](#) on 6 April 2017 regarding the proposal for free 2-hour on-street parking in the CBD.

If you have any concerns with the decision referred to in this response, you have the right to request an investigation and review by the Ombudsman under section 27(3) of the Local Government Official Information and Meetings Act 1987.

For your information, the Ombudsman's contact details are:

**Email:** [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz)

**Post:** PO Box 10152, Wellington 6143

**Telephone:** 0800 802 602

Yours faithfully

**Tatiyana Taunoa**

### Appendices provided via Link.

Appendix 1 – LGOIMA 20208 – supplied 1 September 2020

Appendix 2 – Central City Parking Task Force Meeting Minutes – 24 February 2017

Appendix 3 – Central City Parking Task Force Meeting Minutes – 24 March 2017

Appendix 4 – Central City Parking Task Force Meeting Minutes – 3 May 2017

Appendix 5 – Central City Parking Control Task Force Meeting Minutes – 19 July 2017

Appendix 6 – Central City Parking Control Task Force Meeting Minutes – 6 September 2017

Appendix 7 – Central City Parking Control Task Force Meeting Minutes – 28 September 2017

Appendix 8 – Central City Parking Control Task Force Meeting Minutes – 9 February 2018

Appendix 9 – Central City Parking Control Task Force Meeting Minutes – 7 March 2018

Appendix 10 – Central City Parking Control Task Force Meeting Minutes – 29 March 2018

Appendix 11 – Central City Parking Control Task Force Meeting Minutes – 30 March 2018

**Tatiyana** | Official Information & Legal Support Advisor

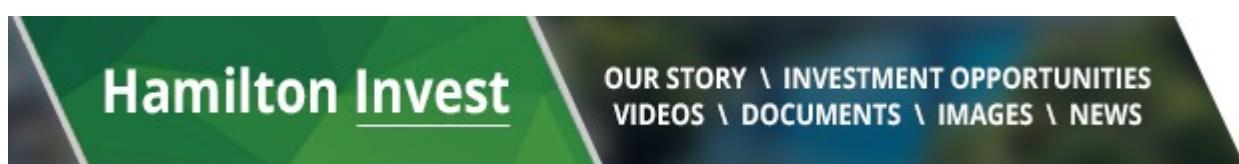
Legal Services & Risk | People and Organisational Performance

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**From:** Hamilton City Council <[do.not.reply@hcc.govt.nz](mailto:do.not.reply@hcc.govt.nz)>

**Sent:** Wednesday, 21 April 2021 10:36 am

**To:** official information <[officialinformation@hcc.govt.nz](mailto:officialinformation@hcc.govt.nz)>

**Subject:** HCC Website - Official Information Request ref: HCC-QF-210421-65XVI-Z2R

## HCC Website - Official Information Request

**Reference:** HCC-QF-210421-65XVI-Z2R

**Attachment:** attached

**Name:** [REDACTED]

**Email address:** [REDACTED]

**Phone number:** [REDACTED]

**Detailed Description of Request**

"Free" parking questions.

**Organisation:** not supplied