



7. Smart parking

Expand the use of smart technology to optimise existing parking supply

What is smart parking?

Smart parking refers to an advanced and integrated technology that uses real-time data, sensors, cameras and data analytics aimed at improving parking efficiency. It provides real-time information about available parking spaces, making it easier for drivers to find parking.

In Australia, smart parking technology is advancing rapidly and gaining widespread adoption by Councils. Smart parking offers the highest benefits in high-demand parking areas where non-compliant parking is commonplace.

The rapid progress of parking sensors and camera technology, coupled with the increasing popularity of smart devices and apps (phone applications), presents Council with a valuable opportunity to maximise the use of existing parking facilities. By leveraging technology advancements, a deeper understanding of parking demand and patterns on City streets can be gained, leading to more informed and efficient parking management.

Expansion of smart parking technology within the City may assist in:

- Optimising existing on-street parking assets, rather than focusing on adding more parking bays
- Enhancing compliance and enforcement of our time limit controls
- Enhancing the customer experience by providing easily accessible information on parking availability through smart parking signage and mobile applications.

Parking meters

Council is considering replacing its parking ticket machines with smart parking meters. This comes in the context of Telstra's expected shutdown of the 3G network in June 2024 and the need to upgrade all existing ticket machines from 3G to 4G technology.

Smart parking meters have many benefits in comparison with existing ticket machines, including:

- Opportunities for payment with credit card and digital wallet options (note that cashless transactions already account for 95% of ticket machine payments in the City of Unley)
- Greater efficiency in operating and maintaining
- A more compact meter design to minimise physical and visual clutter on the footpaths
- Improved customer experience, as physical tickets do not need to be placed within the vehicle.

Case study: Implementation of smart parking in Hyde Park

In 2019, as part of the King William Road main street and Heywood Park upgrade projects, Council successfully implemented smart parking technology. The technology incorporated in-ground sensors and real-time signage to inform visitors about parking availability, resulting in enhanced parking turnover, improved customer experience, deeper insights into parking behaviours, and heightened parking compliance at these busy City destinations.

Smart parking information sign in King William Road



Other smart technology opportunities include improving the enforcement approach through the use of smart technology. Lack of enforcement and non-compliance was collectively one of the top 10 parking issues identified by the community.

Actions

- ▶ **7.1** Investigate the feasibility of converting existing ticket machines to smart parking meters.
- ▶ **7.2** Investigate the feasibility of expanding smart parking technology to other high-demand parking locations, including:
 - ▶ Goodwood main street precinct
 - ▶ Unley Civic Precinct
 - ▶ Fullarton Park Community Centre off-street car park
 - ▶ Unley Swimming Centre.
- ▶ **7.3** Explore new technology that enables more efficient enforcement of time-limited parking.
- ▶ **7.4** Collaborate with other councils and learn from their smart-parking solutions to enhance the City of Unley's parking initiatives.

8. Parking information

Provide up-to-date detailed parking information

In alignment with direction 7 'Smart Parking', sharing parking inventory and data in online platforms will help customers plan their car journeys and reduce the time spent searching for parking.

Council is working to enhance the customer experience by improving the provision of publicly available parking information.

As part of the implementation of smart parking technology on King William Road main street and the Heywood Park off-street car park, Council recognised the opportunity to enhance the customer experience by:

- ▶ Installing smart parking displays to provide real-time visibility of parking availability in public areas
- ▶ Collaborating with the City of Adelaide to extend the coverage of its Park Adelaide App by incorporating the smart parking sensors of the City of Unley.

Council has also started developing a comprehensive, city-wide, on-street parking database, displaying all the various parking controls along each street. This database aims to provide a better understanding of the existing parking regulations within the City's streets.

Actions

- ▶ **8.1** Through the expansion of smart parking technology (action **7.2**) identify opportunities to:
 - ▶ Expand the Park Adelaide App
 - ▶ Expand the installation of on-street smart parking signs.
- ▶ **8.2** Ensure the ongoing accuracy and relevance of Council's city-wide, on-street parking database through continuous updates and maintenance.
- ▶ **8.3** Develop an Unley Parking Map to publicly share Council's on-street parking database online, thereby displaying all parking controls in the City of Unley area.
- ▶ **8.4** Improve and maintain Council's website as a publicly available information source on parking regulations and processes to apply for permits, parking restrictions and work zones.

Information campaign for Unley's Smart Park App

The graphic is a vertical poster for the 'SMARTPARK' app. At the top, the word 'SMARTPARK' is written in large, yellow, outlined letters. Below it, the text 'Keep up to date in real-time on the free smart parking available in Unley.' is written in yellow. To the right of this text is a blue square with a white 'P' and a small 'A' in a circle. Below the text, it says 'Download the Park Adelaide App from the App Store or Google Play.' and shows the App Store and Google Play logos. The central part of the graphic shows a smartphone screen displaying the app's interface. The screen shows a map with various parking spots marked with green and yellow icons, some with '3P' and '4' labels. The phone's status bar at the top shows the time as 8:45. At the bottom of the graphic, there is a yellow banner with the text 'Find out more about using the App in the City of Unley. unley.sa.gov.au/smart-parking' and a QR code on the right.



9. Pay-for-use parking

Expand pay-for-use parking

Pay-for-use parking in the City of Unley constitutes less than 1% of on-street parks. These parks are strategically positioned near tram and train stops to generate revenue from all-day, non-Unley commuters.

However, pay-for-use parking is typically employed as a tool to manage parking congestion. Implementing payment systems in high-demand areas can reduce parking demand, ensuring availability for those who genuinely require it.

Council has an opportunity to extend its approach to implementing pay-for-use parking to also:

- ▶ Manage parking congestion and encourage turnover in key retail and entertainment precincts
- ▶ Facilitate all-day business staff parking for a fee at appropriate locations.

As detailed in direction 7 'Smart Parking', the use of smart parking meters also provides opportunities to install ticket machines on residential streets, located within mixed-use residential and business precincts, without affecting footpath accessibility or the amenity of the street.

Council acknowledges the need for variable fees in pay-for-use parking across the City to ensure effective parking management. A demand-responsive approach allows fees to be customised according to location and user types (commuters, business staff and visitors) to achieve desired (65% to 85%) parking occupancy levels.

Actions

- ▶ **9.1** Conduct a comprehensive review of pay-for-use fees and charges by location or precinct, and adjust fees to achieve an optimal occupancy rate of 65% to 85%.
- ▶ **9.2** Initiate a trial of pay-for-use parking in a designated section of the Greenhill Road mixed-use business precinct to evaluate its effectiveness in providing all-day parking options for business staff at a reasonable cost.
- ▶ **9.3** Explore possibilities to extend pay-for-use parking as a measure to regulate commuter parking in proximity to train and tram stations.
- ▶ **9.4** Collaborate with the local community to identify suitable locations for pay-for-use parking in busy retail and entertainment precincts. This approach aims to effectively manage parking congestion and enhance parking turnover, ultimately supporting local businesses.

Operational directions

- ▶ Pay-for-use parking may be used to:
 - ▶ Generate revenue from all-day, non-Unley commuter parking
 - ▶ Manage parking congestion in key retail/entertainment precincts
 - ▶ Facilitate all-day business staff parking at specific locations.
- ▶ Pay-for-use parking should only be used at locations where:
 - ▶ Parking demand is sufficient to justify the cost of the ticket machine
 - ▶ Time-limit controls have not been effective in managing parking congestion
 - ▶ Restrictions in surrounding streets will support the use of pay-for-use parking and not simply encourage vehicles to park in 'free', less restricted or unrestricted areas.
- ▶ Residents who display valid Time Limit Exemption Permits will be exempt from paying fees in residential streets where pay-for-use parking is installed to manage non-Unley commuter and all-day business staff parking.
- ▶ Council endorsement of all pay-for-use parking locations will be required before installation.
- ▶ Fees for on-street, pay-for-use parking will be determined by Council and detailed in the annual 'Fees and Charges Schedule'.