

27 April 2023

## Briefing

**To:** AT Board Directors

**Subject:** Transport Strategy Team Officials view of Parking Strategy

**From:** Michael Roth, Lead Transport Advisor  
Auckland Planning, Strategy and Research Department

**Contact information:** michael.roth@aucklandcouncil.govt.nz

## Purpose

1. To advise Directors of Transport Strategy Team's views of the Parking Strategy, as requested by Councillors.

## Context

2. Council's Transport Strategy Team has been involved in the Parking Strategy development since 2021 through representation on the Working Group and Steering Group.
3. Written feedback was provided on 17 April in response to specific wording in the Parking Strategy. As it is late in the process, the focus of this feedback was limited to minor phrasing improvements and several policy suggestions that respond to discussion at the Transport and Infrastructure Committee Workshop on 5 April.
4. We are not aware to what extent the feedback has been considered or incorporated.
5. The Transport Strategy Team views the Parking Strategy as a reasonable document that has contemporised the 2015 Parking Strategy. This is a success as the 2015 strategy was a good document but suffered from a lack of implementation. As such, we commend Andrew McGill, Claire Covacich and the team who have put it together and support progress of the strategy as it represents a good faith attempt to navigate the complex environment of Council and AT decision making on a divisive issue.
6. The Transport Emissions Reduction Pathway (TERP) and the Government's Emission Reduction Plan detail the need for a rapid reduction in emissions from motor vehicles. The management of parking is one of the key enablers available to AT to shift road space allocation to support alternative modes so could make a significant contribution to emission reduction targets. As such, we are concerned that the Parking Strategy is not ambitious enough.
7. Road space reallocation is an example of a low-cost initiative to implement TERP. We will be criticised regardless of what we do, but similar to the Vision Zero Transport Safety Strategy, we will not achieve our strategic directions without systemic changes.

## Policy details

8. The removal of parking minimums from all development in Auckland is a valuable housing affordability improvement but it incentivises developers to promote the use of "free" on-street parking. There is an urgent need for more active parking management to disrupt this process from becoming entrenched. New apartment purchasers should not feel confident

that they can store their car conveniently on the street at public expense if they choose not to purchase off-street storage. Any delays to proactive management make the problem worse.

9. The Transport Strategy Team believes there is sufficient rationale to retain a policy that introduces charges for Park and Ride (PnR) sites where there is excess demand and parking often becomes unavailable from early in the morning. Those who use the public transport should receive a discount or rebate on their HOP card when they tag on, to reinforce that the price is intended to eliminate inappropriate use of PnR sites as well as demand management. We believe this is more efficient, equitable and simple to administer than any designated premium area for pre-booked parking.
10. The Transport Strategy Team believes AT should hypothecate any new parking meter revenue to transport improvements in the relevant Local Board area. This incentivises Local Boards to support pricing where there is a need to manage demand and delivers benefits to the local community where the pricing is installed. It is appropriate for this policy not to extend to the City Centre area due to its regional function.

## Strategy implementation

11. It is our view that successful implementation of the strategy requires the support of Council and AT communication teams and a reset in communication strategy. Rather than seeking to portray our organisations in a positive light and focusing on the “what”, communication strategy should look to establish a narrative that addresses the “why” and “how” by drawing attention to the trade-offs required to manage kerbside space.
12. In 2021, the Transport Strategy Team proposed such a framing around Access Management or Kerbzone Optimisation rather than Parking to focus on these trade-offs and to point out the extent of existing ratepayer subsidy that is devoted to car parking. This was intended to reframe the narrative from a focus on loss (in this case the removal of parking) to a debate on subsidies and trade-offs that could inform where and how we should prioritise bus lanes, protected bike paths, loading zones and car parking.
13. As the community has little trust in institutions, including Council and AT, they will fight against any loss and discount potential benefits unless the process forces a reframing. Although Andrew McGill performed well with media when defending the draft Parking Strategy, the framing adopted by AT was unable to obtain broad social licence.
14. Once the strategy is published, we intend to assist wherever possible with implementation and will seek to advance new parking initiatives that reframe the narrative, generate revenue and enable more rapid delivery of road space reallocation projects. This will improve the productivity of our corridors by replacing car parking space with movement space that prioritises public transport, safe bike and scooter riding, or servicing of local businesses.
15. As Aotearoa New Zealand’s largest city, Auckland should be at the forefront of parking policy development. We should be implementing the substantial parking management and revenue measures that have been successfully introduced in many Australian and North American cities. Perhaps there is an opportunity, given our budget emergency, to propose a substantial revenue measure for inclusion in next year’s budget process?

## Conclusion

16. The Transport Strategy Team supports the approval of the Parking Strategy and looks forward to its implementation.