

Smart parking

Update April 2021



We know there has been a lot of change in the Nelson Bay town centre over the last year.

Smart Parking has been operating for 4 months and during this time, we have been working with residents and business to make sure we have the best possible system in place for residents, business and visitors.

We've been listening to your feedback and are making some changes in response to your concerns.

Key issues	Our response
Smart parking hours of operation are too long	<ul style="list-style-type: none"> We propose to change time limits from 7am to 7pm and revise to 8:30am to 5:30pm
People are still confused with technology	<ul style="list-style-type: none"> We have installed new stickers on all machines explaining 15 minute park free and easy to understand information on how to use the meters We will continue to communicate the benefits of the Park'nPay app We will switch on digital signage and install sustainable power options to allow digital signage to be switched on
Visitors are put off by having to pay and cost is too high	<ul style="list-style-type: none"> We will continue to run park free promotional campaigns highlighting the free parking zones in Nelson Bay Our cost has been set at a price of \$3.20 per hour off peak and \$4.20 during peak times which has remained stable for 2 years We will continue to survey and benchmark against similar communities
Business/workers need more parking	<ul style="list-style-type: none"> We will expand the business parking area to cover the entire Donald Street East carpark — creating additional spaces for workers

Future plans

- Commitment to fast tracking \$5 million of funding for town centre
- Incentive and activation programs in town centre including events and markets
- Investigate a daily parking rate

Thank you for all the positive feedback we have received. You've especially loved:

- New income to fund town centre upgrades
- Long stay parking for business and workers
- Better parking turnover
- Better traffic flow around town



9,036

Face to face permit applications via the pop up shop (Sep to Dec 2020)



20,699

Online permit signups (all permit types)



900+

Inground sensors installed providing real time data regarding parking availability



15s

Super quick response between parking your vehicle and Park'nPay app updates



92%

Mostly electronic payments - only 8% of revenue is from cash

