



MAY 2023

COMMUNITY ENGAGEMENT SNAPSHOT REPORT

MOORABOOL PARKING STRATEGY AND POLICY



COMMUNITY ENGAGEMENT SNAPSHOT OF RESULTS

Moorabool Shire Council invited the community and stakeholders to provide their feedback on the draft Parking Strategy and Parking Policy

The aim of this third phase of community engagement was to ensure that the draft documents reflect the community needs and concerns around parking and accessibility.

The engagement feedback will be incorporated into revisions to the Parking Strategy and Policy.

ENGAGEMENT APPROACH

The third phase of community engagement was launched in the middle of November 2022 and ran for 5 weeks closing in the middle of December 2022.



35

Number of days of engagement



7064

Number of social media views



212

Number of contributions



130

Number of surveys completed

The opportunity for the community to share their views on the strategy and policy were promoted through a wide variety of channels in print, online, social media, letter drops and mailouts. This targeted a wide audience to encourage them to 'Have Their Say' on Council's online platform through a survey, or attend a drop in session in-person .

ENGAGEMENT TOOLS AND TECHNIQUES



5 weeks of newspaper advertisements

SOCIAL MEDIA



7064 social media views and 559 clicks



1250 letters to landowners and residents



Flyer drops to approximately 100 businesses

A summary of the interactions through the engagement is provided below.



129

Online surveys completed



1

Hard copy survey



14

Conversations with businesses



2

Letters received



22

Attendees at drop-in sessions



66

Contributions received at drop-in sessions

HOW WE ENGAGED

HAVE YOUR SAY An online 'Have Your Say' (HYS) project page was designed to share relevant information to encourage community feedback. Community engagement opened on Monday November 14, 2022, and ran for five weeks closing on December 18 2022.

<https://moorabool.engagementhub.com.au/parkingstrategy>

SURVEY (ONLINE AND HARDCOPY) The survey was available on online and/or in hard copies if required. The online survey was the core feedback tool provided, targeting people with 10-15 minutes of available time and 130 surveys were completed. The survey sought feedback on key principles of the Strategy and Policy.

DROP-IN SESSIONS Two drop-in sessions were conducted

- Tuesday 29 November 4:00pm - 6:30pm (mechanics Institute, Ballan)
- Thursday 1 December 4:00pm - 6:30pm (Lerderderg Library, Bacchus Marsh)

The drop-in sessions sought to engage people who preferred face to face engagement and to collect their input. Community members were invited to have a discussion with staff and/or complete a survey. 22 people attended or engaged with the drop-in sessions

FLYER DROP TO BUSINESSES Council officers dropped flyers at businesses in the main retail areas of Bacchus Marsh and Ballan, engaging in conversations with workers and employers on local parking issues

NEWSPAPER ADS 5 weeks of advertisements in Moorabool News (circulation 12500) inviting readers to attend the two drop-in sessions or complete the online survey

MAIL OUT 1250 letters mailed to residents and businesses within the town centres of Bacchus Marsh and Ballan

SOCIAL MEDIA Targeted paid advertising to social media users within Moorabool

EMAIL An email was sent to people who had engaged with earlier surveys and provided contact details

KEY THEMES FROM SURVEYS AND DROP-INS



Residential Parking

Need for parking management in residential areas around schools, hospitals and high demand areas

“Residents should have priority to park in front of their home or at least close as possible to their home in their street at all times”

“Unfair to residents and visitors when we need to park 200m away from our homes”

“I’m sick of not being able to get into or leave my driveway after school “

“All day parking is impacting on surrounding streets, no parking for residents visitors, cars blocking driveways”



Pedestrian accessibility and safety

Improvements to encourage walking and other transport modes are required

“Address the lack of footpaths in residential streets”

“Encourage local children travelling to/from schools on buses, bikes or walking”

“Mobility scooters have issues using crossing”

“Proper footpaths need to be put in to encourage more to use their feet instead of their cars”



Signage and line marking

Improvements will encourage better use of existing parking spaces

“Clear signage relating to parking times - to prevent unwanted parking tickets for residents shopping on the town”

“There are no parking lines and it’s completely unclear whether people are meant to parallel park or angle park. It’s often a mix”

“Parking bays need to be painted as they park partly in front of sign & halfway over driveways”



Enforcement

Frustration with illegal and overstay parking. Support for more enforcement

“Our Main Street should be monitored, too many parking in short term parking for the whole day”

“Parking near schools needs restriction and compliance”

“Council officers need to patrol areas where there is restricted parking signs”



Employee parking

Workers wanted all-day parking nearer their workplaces

“There is only one unmonitored carpark, that is not walking distance to the office”

“There should be designated areas for long term parking e.g. Over 4hrs for local employees to park”

“In the town centre more parking is needed for local employees”



Accessible parking

Need for more spaces as often fully used in town centres and shopping centres

“Disabled parking should be a priority. Need more near post office and Elms medical centre”

“Not enough disabled parking/pram parking areas”



Long vehicle parking

Need for designated areas for customers and tourists with trailers and caravans, as well as truck parking near main roads

“Create adequate parking for tourists with caravans/trailers in Ballan”

“Tradies need ute and trailer parking”

“Need for long vehicle parking in Ballan”

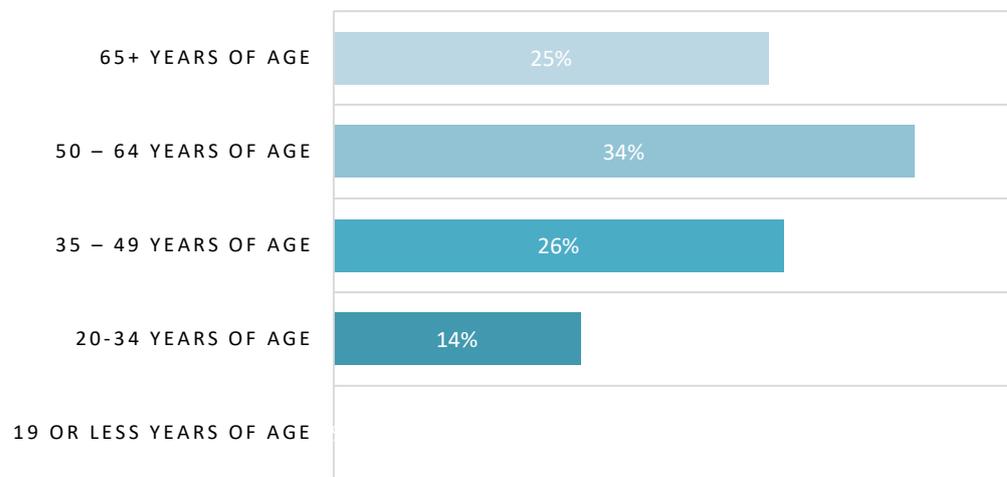
“Need to allow truck parking”

SURVEY ONLINE AND HARDCOPY

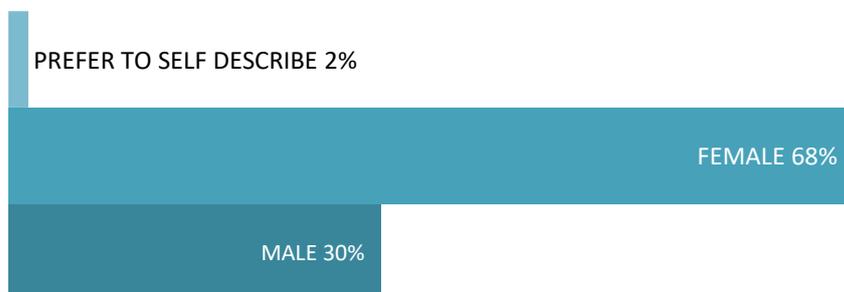
During the community engagement period there were 130 surveys completed with nearly 150 different issues and suggestions raised in the open response question.

SURVEY RESPONSES

Which age group do you identify with?



Which gender do you identify with?



SURVEY RESPONSES

Why are you interested in parking in Moorabool Shire? (Select multiple if applicable)

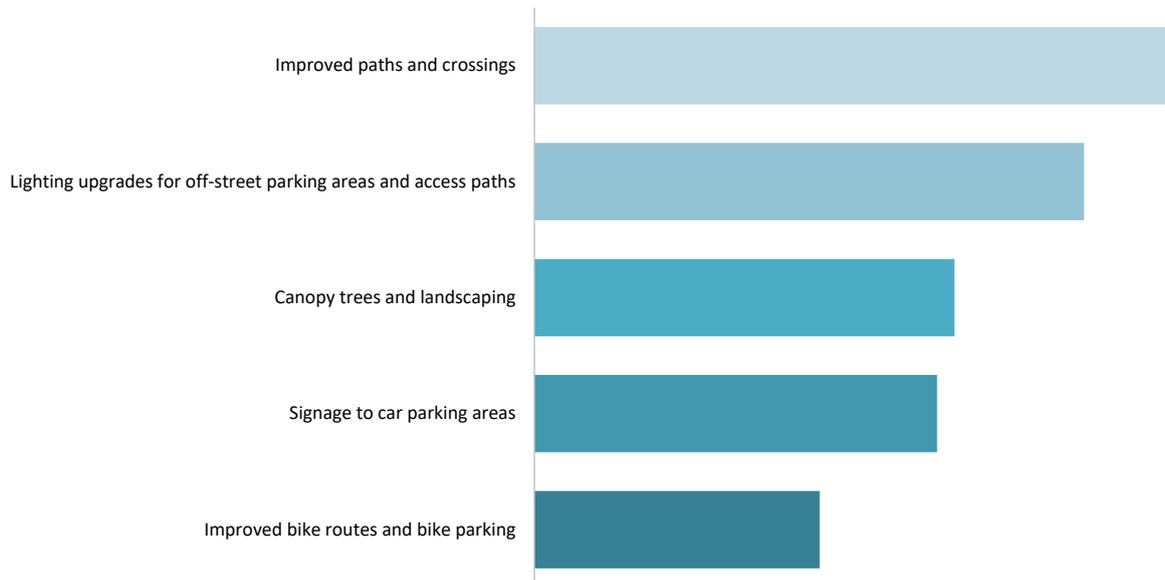


The Car Parking Strategy is based on five guiding principles. Which of these are most important to you and your community? (rank highest to lowest)

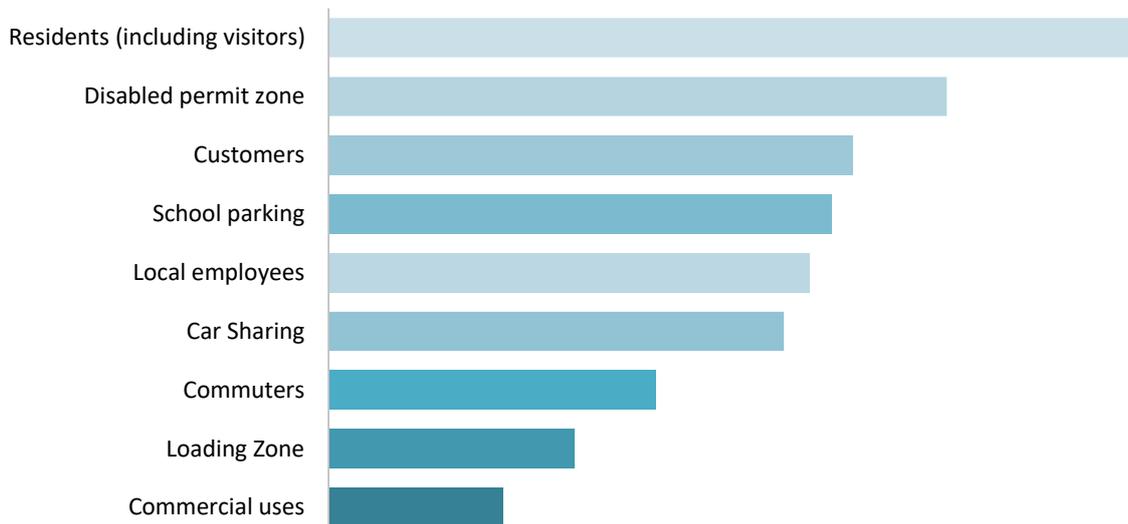


SURVEY RESPONSES

Preferred prioritisation of developer funded works or contributions in lieu of parking provision

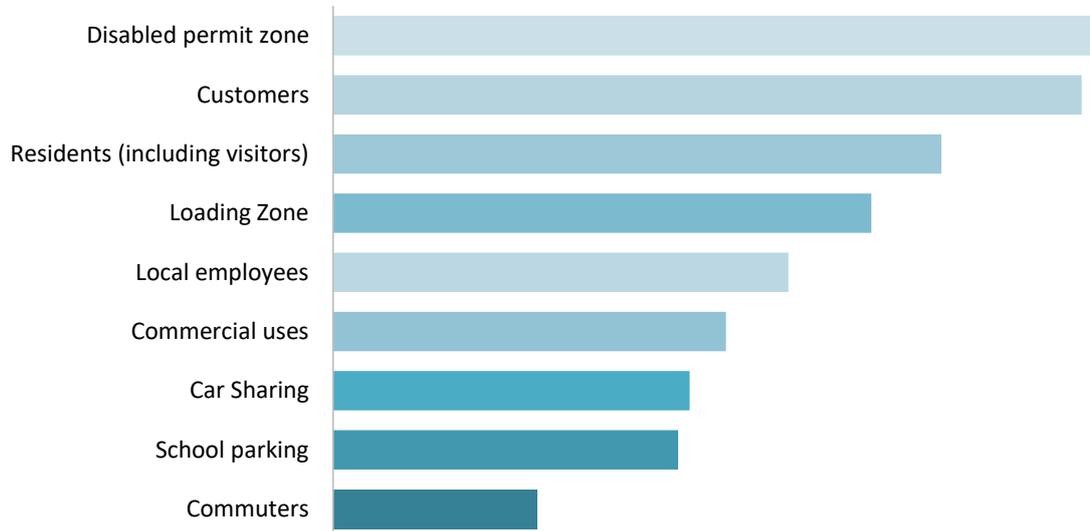


Preferred prioritisation of parking uses in a typical residential street

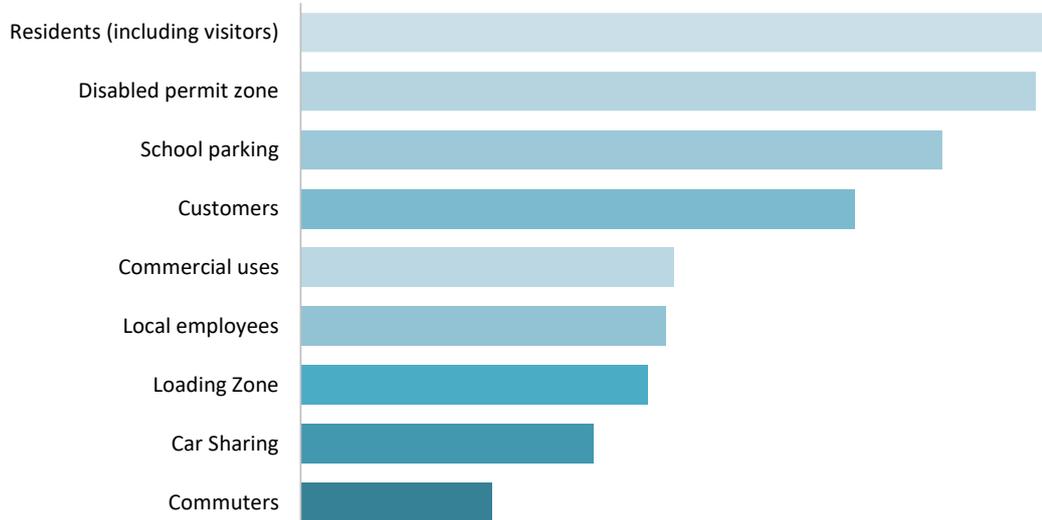


SURVEY RESPONSES

Preferred prioritisation of parking uses in a typical Town Centre or Activity Centre street



Preferred prioritisation of parking uses in a typical Community facilities/Services/School Street



SURVEY RESPONSES

Preferred prioritisation of parking uses in a typical Industrial Street

