

ABERDEEN CITY COUNCIL

COMMITTEE	Enterprise, Planning and Infrastructure
DATE	31 January 2012
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	Proposed revisions to on street parking charges for Forresterhill and Garthdee
REPORT NUMBER	EPI/12/017

1. PURPOSE OF REPORT

- 1.1 The purpose of the report is to provide an updated report on the implications of the implementation of the proposed pricing structure for the Forresterhill and Garthdee on street parking zones.

2. RECOMMENDATION(S)

- 2.1 It is recommended that the Committee:
1. note the content of this report and the options that officers have considered.
 2. instruct officers to refer, for discussion, the proposed revised charges to the next meeting of the controlled parking working group.
 3. instruct officers to carry out further consultation with NHS Grampian and Aberdeen University.
 4. instruct officers to implement a further 7 pay and display machines at strategic locations in the immediate streets surrounding the hospital campus.
 5. instruct officers to expand the existing 18 month trial period for the implementation of a mobile telephone payment system to operate in relation to the on-street parking within the Forresterhill Zone.

3. FINANCIAL IMPLICATIONS

- 3.1 The revised charges would have implications with respect to a reduction in the level of on street parking and the purchase of tickets/vouchers but has been estimated to still generate additional income levels which will support delivery of the Priority Based Budget option EPI_AMO05 – Increase Parking Charges.

- 3.2 The cost of implementing a further 7 machines will cost around £35K. The funding for these is available from the surplus generated from the Forresterhill controlled parking zone in previous financial years.
- 3.3 The estimated cost to the Council of introducing a mobile telephone payment system should be no more than £15K over the 18 month term of the trial period. However this cost has already been approved at the 18 January 2011 E P & I committee from the car parking budget. The expansion of the system, on-street within the Forresterhill zone will not incur any additional costs.

These recommendations have no implications for the capital budget.

4. OTHER IMPLICATIONS

None

5. BACKGROUND / MAIN ISSUES

5.1 Considerations

5.1.1 Background

5.1.2 Reference is made to the minute of the Committee of the 15th March 2011 wherein the committee requested that a report on the price of parking in the Forresterhill and Garthdee on street zones be presented to a future committee and to include information on the the existing prices, financial implications, comparable charges and possible new payments technologies.

5.1.3 The March committee report advised that the current parking fee structure did not support the aims of the Transportation Strategy and the sustainable transport initiatives of the Council.

5.1.4 The parking zones at Forresterhill and Garthdee were introduced in partnership with the National Health Service (NHS) and the Robert Gordon University (RGU) respectively. The parking zones were seen to actively support the Green Transport Plans (GTP) implemented by our partners and to protect the residential environment and amenity of the local residential areas.

5.1.5 Through the support of on street parking regimes the GTP for the Forresterhill complex gained a national transport award. The GTP for RGU was recognised nationally as a good practice model particularly in relation to planning objectives for new development.

5.1.6 When introduced in 2002, the cost of on street parking within both zones was balanced against the cost of travel to the hospital and university complexes and in particular travel by public transport. Since the

introduction of the parking zones the cost of travel by bus has risen significantly whilst the on street parking charges have remained static making travel by private car more attractive.

5.1.7 It will be noted that the Transportation Assessments that were carried out in support of the planning applications and developments at both the NHS and RGU sites identified the need for the controlled parking zones to mitigate the impact of the developments. The findings of the TA's supported the subsequent financial commitment by the NHS and RGU to implement the zones.

5.1.8 The current cost of parking within the zones is £1 for up to 2 hours and £2 from 2 hours to 6 hours with the operational hours being 10am to 4pm Monday to Friday. When considering the current cost of travel by public transport and the on street pricing structure across the city, the cost of parking at Forresterhill and Garthdee is considered to be low and does not support its original objectives to reduce car travel by commuters and to discourage long stay parking. Observations by officers are that the demand for on street parking by commuters within the both zones has increased significantly over time and is confirmed by the number of tickets purchased on a yearly basis. Since the introduction of the zones the number of vouchers sold for Garthdee has increased by a factor of 3.5 with the combined income from voucher and meters for Forresterhill rising by a factor of 2.2.

5.2 **Current Bus Fares and On-street parking charges**

5.2.1 The current comparison between bus fares and on street parking charges for the differing parking zones are noted below for information

Bus Fares

Single journey from	£1.00 to £2.30
First Day Off peak	£3.70
First Day Peak	£4.30

On Street Parking Charges

Inner Zones	£1.00 per 20min up to max 1 hour
Outer Zones	£1.00 per 20min up to 1 hour
	£4.00 for 2 hours – 2 hours max stay
Peripheral Zones	£1.00 per hour up to max 3 hours
Old Aberdeen – Zone	£0.75 for 1 hour rising to £2.30 for a maximum of 3 hours

5.3 **Option Appraisal**

5.3.1 The report presented to the Controlled Parking working group on 24/2/2011 proposed that the cost of on street parking within the Forresterhill and Garthdee zones be raised to £1.50 for two hours and £4.50 for all day parking. This was seen to better reflect the cost of travel

by public transport to the sites and would act as a disincentive to travel by the private car. It could be practically argued that a single tariff for all day parking should be introduced that would better support sustainable travel objectives but it was thought that this may impact on residential amenity and therefore the two hour tariff was retained in the proposals.

- 5.3.2 A further option has been suggested to bring the current charges in line with the existing peripheral parking zones and provide an hourly rate for parking up to a maximum of 6 hours. This would result in greater flexibility for tickets / voucher options by raising the fee to £1.00 per hour up to a maximum of £6.00 for all day parking.

This option, favoured by officers, better supports the strategy outcomes of modal shift from car to public transport.

5.4 Financial Impact of Proposals

- 5.4.1 An increase in charges as proposed would, if successful, meet the objective to reduce car movements to both sites and have implications with respect to the likely number of tickets /vouchers purchased. Should the on street charges be revised in line with the recommended strategy it is likely that a significant resistance by commuters would occur as they seek alternative modes of transport.

For the purposes of calculating the effect that the above options will have on expected income an estimated user resistance factor of 33% has been allowed against the benchmark of previous years' income.

Garthdee

- 5.4.2 The Garthdee zone has no on-street parking machines and all income is generated from the sale of vouchers. Income has increased year on year from £10.5 K in 2003/04 to £37.3K in 2010/11. The draft budget for 2012/13 on existing tariff levels is currently proposed to be £31K.

- 5.4.3 Based on the revised parking strategy and a resistance factor of 33% in the demand for on street parking the income for both options would increase to the following levels.

- Option 1 - £56K
- Option 2 - £75K

Forresterhill

- 5.4.4 The Forresterhill zone generates income from both the sale of vouchers through retail outlets and from tickets purchased on-street from the existing nine parking machines that are located on Westburn Road, Cornhill Road and Ashgrove Road West.

- 5.4.5 Due to the difficulty in getting local retailers to stock vouchers, sales have dropped from £57.5K in 2003/04 to £22.3K in 2010/11. However ticket sales from the on-street parking machines have increased from £8.1K in 2003/04 to £76.5K in 2010/11.
- 5.4.6 Income levels have increased from the initial £65.6K in 2003/04 to £98.8K in 2010/11. However the overall income has dropped approx 10% each year over the last two financial years. This has been due to the changes in the parking charging strategy within the hospital complex. The combined draft budget for 2012/13 on existing tariff levels is currently proposed to be £100k.
- 5.4.7 Based on the revised parking strategy and a resistance factor of 33% in the demand for on street parking the income for both options would increase to the following levels.
- Option 1 - £148K
 - Option 2 - £198K

5.5 Payment Systems

- 5.5.1 Over the last few years officers have seen a significant drop in voucher sales at Forresterhill compared with the increase in on-street ticket sales. However complaints have been received regarding the lack of machines at strategic locations around the hospital campus.
- 5.5.2 To address this issue officers are recommending that 7 additional machines be installed at these points at an estimated cost of £35K.
- 5.5.3 The funding for these will be from the surplus funds/reserves generated from the Forresterhill controlled parking zone income. These retained funds form part of the agreement between National Health Service (NHS) and is to be used to support the Green Transport Plan for specific green transport initiatives and traffic improvements as approved by a former committee
- 5.5.4 There are no plans and no available funding to introduce on-street parking machines within the Garthdee Zone..
- 5.5.5 With the continued development of mobile phone technology a pilot scheme has been introduced for an 18 month trial period in the off-street car parks. E P & I committee 18 January 2011. It's proposed that officers expand its uses to on-street within the Forresterhill zone. The use of this stand alone medium to purchase parking tickets is more cost effective and the new system doesn't require the existing machines to be upgraded.
- 5.5.6 Key benefits for our customers will include not having to find the correct change for parking machines. Systems can also be incorporated that they send automatic reminders to let customers know that the period

they have paid for is about to expire. Customers would be able to pay for extra time without having to return to their vehicle. This functionality would assist customers avoid penalty charges due to expiry of parking tickets.

- 5.5.7 Further benefits of utilizing a mobile telephone payment system include reduction in the requirement to collect cash from machines and reduction in paper tickets. Using a mobile telephone system is more desirable than adapting existing machines to accept cash and debit /credit cards due to the costs which would be incurred in purchasing and installing additional machine parts.

6. IMPACT

- 6.1 The proposed price structure would meet the aspirations of the Transport Strategy and be seen to support sustainable transport and reduce traffic emissions.
- 6.2 The content of the report meets with the local Community Plan objectives to continually improve road safety and maximize accessibility for pedestrians and all modes of transport.

7. BACKGROUND PAPERS

Minutes of the EP&I meeting of the 15th March 2011
Report to Controlled Parking Working Group of 24th February 2011
Report to E P & I Committee of 18 January 2011 – Car parking charges.

8. REPORT AUTHOR DETAILS

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Consultees comments

Enterprise, Planning and Infrastructure Committee

Convener: Councillor Kate Dean - has been consulted.

Vice Convener: Councillor John Corall - email sent 21/12/11

Local Members

Councillor George Adam

email sent 21/12/11

Councillor Neil Fletcher

has been consulted and is content with the bulk of the report, but particularly welcoming of the additional pay machines in the Forresterhill area.

Councillor Kirsty West

email sent 21/12/11

Councillor Gordon Townson

email sent 21/12/11

Councillor Ian Yuill

email sent 21/12/11

Councillor Jillian Wisely

email sent 21/12/11

Councillor Bill Cormie

email sent 21/12/11

Councillor Jennifer Laing

email sent 21/12/11

Council Officers

Barry Jenkins, Head of Finance, – has been consulted.

Jane MacEachran, City Solicitor, Continuous Improvement *has been consulted and had some minor comments to make in relation to the documentation requirements to display tickets, vouchers and for any possible appeals*

Ciaran Monaghan, Head of Service, Office of Chief Executive has been consulted

Gordon McIntosh, Director of Enterprise, Planning and Infrastructure has been consulted

Hugh Murdoch, Head of Service, Shelter and Environment – has been consulted

Margaret Bochel, Head of Planning & Infrastructure, Strategic Leadership – *has been consulted and agrees with the recommendations which work well with the aims of the local transport strategy.*

Mike Cheyne, Roads Manager has been consulted

Neil Carnegie, Community Safety Manager *has been consulted and wishes members to be aware that the mobile telephone system has been successfully implemented and officers will continue to discuss with the payment system provider to extend the pilot scheme in 2012 into these other areas in addition to off street.*

Dave Young, Account Manager, Service, Design and Development has been consulted

Kathryn McFarlane, Service Co-ordinator

Allison Swanson, Committee Services
