

ROTORUA LAKES COUNCIL

Te Kaunihera o ngā Roto o Rotorua

Parking Management Guidelines

Date Adopted	Next Review	Officer Responsible
24 June 2026	24 June 2029	Inner City Manager

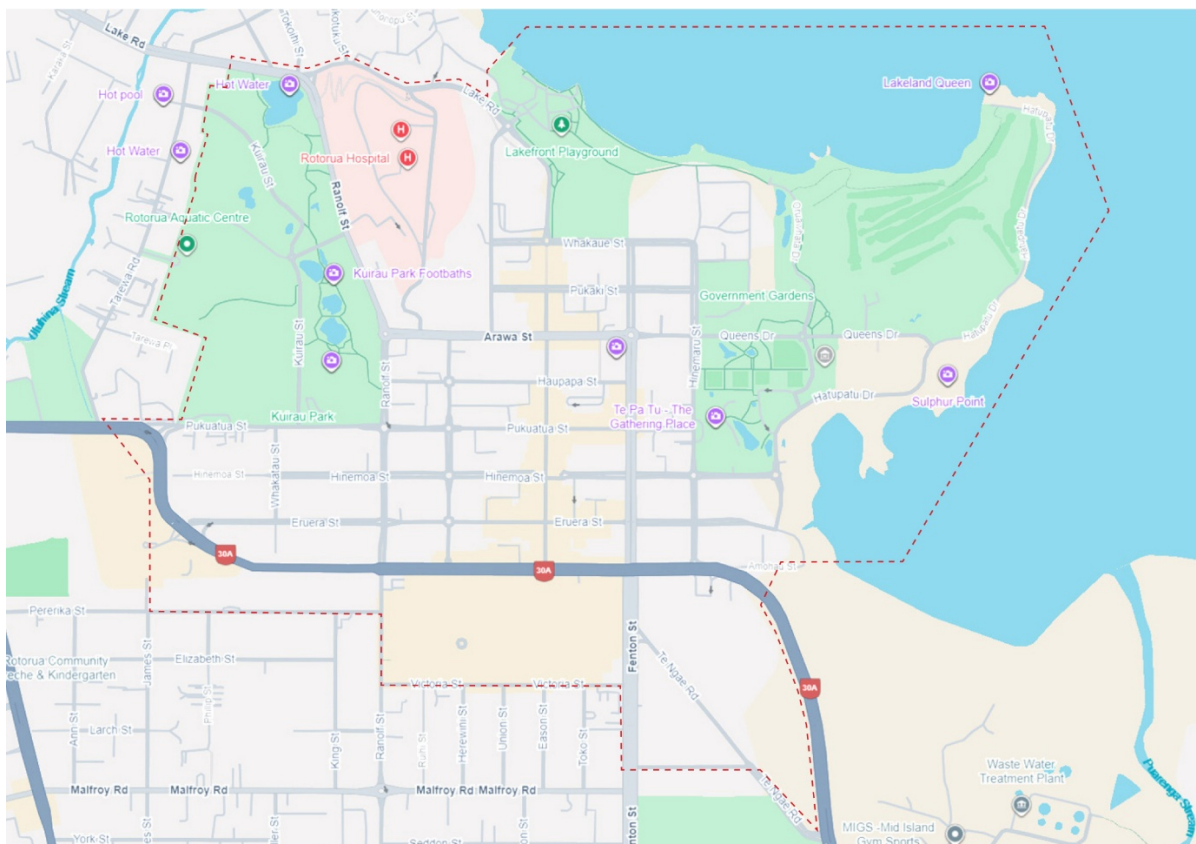
1. PARKING MANAGEMENT GUIDELINES

This document provides an overview of the guidelines that support the Parking Policy. These Parking Management Guidelines may be amended, rescinded or reinstated by a further resolution of Council. The latest resolution of Council shall be deemed to be the operative resolution.

1.1 Applicability

The Parking Management Guidelines are to be applied to public on and off-street parking in Rotorua with a focus on parking in the city centre, which, for the purposes of this document, is shown in Figure 1 below.

Figure 1: The Parking Guidelines area



There are approximately 3400 on-street parking spaces in the policy area. This includes all-day parking, time limited metered parking, mobility parking and motorcycle parking.

1.2 Priority of users

Priority for parking is given to visitors to the city centre and customers of local businesses. The use of on-street parking spaces for long stay commuter parking is seen as inappropriate. Off-street and specified CBD fringe parking is instead intended to appropriately provide for this user group given the low need for regular car park turnover.

The hierarchy of users, as set out in Principle 8 of the Parking Policy, is as follows:

- Shoppers and Visitors.
 - Mobility
 - Taxis
 - Buses
- Workers
- Recreational reserve users

2. GUIDELINES

2.1 Occupancy

Council will manage demand for parking such that utilisation normally sits within 70-90% of the available parking supply during the working week. Council aims to have approximately 1 in every 7 parking spaces available for parking, with an average occupancy rate of around 85%. This occupancy rate is in line with international best practice.

The target parking occupancy rate is not set at 100% as some spaces should always be available for drivers to find a space suitable for their intended activity, reducing the need for vehicles to circulate the city which negatively impacts traffic flow and the experience of the city centre. It is noted, however, that some areas, such as long stay parking for example, may at times reach 100% occupancy. This may be desirable in helping to meet Council's transport ambitions such as, but not limited to, reducing the amount of single occupant trips into the city, rather than investing in expansion of car parking areas.

With the abovementioned exception, where average parking demand falls outside the 70-90% occupancy range, Council will consider the following possible actions:

- Demand falls below 70% - Council will consider relaxing time restrictions and/or reducing prices, if they apply, to increase demand. Where prices apply, they should be allowed to vary, depending on demand.
- Parking demand exceeds 90% - Where prices do not already exist, when demand exceeds 90% Council will implement prices for parking. Even in situations where P120 limits apply (and are enforced), then Council will consider implementing pricing. This will be targeted to areas of high demand rather than across a wider arbitrary area.
- Parking demand exceeds 90% - Where prices do already exist, when demand exceeds 90% Council will consider raising the price unless the occupancy rate is desirable (see above example regarding long stay areas for CBD workers/commuters).
- Council shall provide a minimum of one mobility park on every street, bounded by intersections where feasible.

2.2 Pricing

Pricing will be the primary tool for managing the demand for public parking in the city centre. This will be done using demand responsive pricing. On-street parking may be priced where justified by demand (as per section 2.1).

When and where demand for parking is high (over 90% of occupancy), prices may be raised. Inversely, when and where demand for parking is low (under 70% occupancy), prices may be reduced.

The pricing used will be at the lowest rate in order to manage demand. This means that in some areas where parking demand is particularly low, parking may not be priced at all.

Pricing in areas such as long stay/commuter areas may include additional options aimed at convenience to attract long-term parkers into this area. Non-refundable pricing may be tiered accordingly to reward users for parking in the most appropriate area for their activity and committing to longer periods of time.

Pricing may vary depending on the time of day and corresponding demand patterns. For example, if peak demand is between 10am and 4pm then the highest prices will apply and if demand is lowest between 10pm and 6am then no charge may apply. Prices will also vary across weekdays and weekends.

Refer also to section 2.4 below regarding Council's commitment to the monitoring of parking demand when prices are adjusted.

Parking prices and time increments may vary depending on the payment system in use. Charges may be applied in multiples of the smallest accepted payment unit and corresponding time increments as determined by the system, starting from no charge and with no upper limit. Applicable fees and conditions are those displayed on the parking machine or other payment interface.

Price adjustments shall be delegated to the Director, Transport Services.

2.3 Time-Limits

A mixture of an initially free parking period followed by paid parking up to a maximum time limit is the primary method for managing parking in the city centre

Where prices cannot be justified, time limits considered suitable by Council to achieve the desired occupancy levels will be implemented.

2.4 Monitoring and Evaluation

Council will regularly monitor parking supply and demand patterns in order to make informed parking management decisions and assess their effectiveness. This will also ensure that Council is aware of the total parking supply in the city centre and how it is changing over time. For the purpose of managing the demand for parking in the city centre, the following performance measures will be used:

- Parking space occupancy rates
- Length of stay
- Number and location of infringements compared with the rate of people paying for parking

- User satisfaction

Occupancy should be in line with the desired occupancy set out in 2.1.

The data may be collected through:

- Licence Plate Reading technology
- Parking payment technology
- Parking infringement reporting
- User Satisfaction Surveys
- General feedback
- Enforcement and monitoring data and information

Data will be regularly reviewed.

Public on-street parking data collection

Linking parking stay durations to payment data will provide greater information on payment location and frequency trends, preferred payment channels, payment avoidance and parking overstay.

Parking occupancy and timing data is collected through a combination of License Plate Reading technology, parking payment and enforcement data to build a complete picture of trends. The above information and occupancy data are used to identify behavioural patterns and to determine whether or not the policy objectives are being achieved.

Public Off-street parking data collection

In addition to the data collection methods employed for on-street public parking, off street public parking areas (e.g., parking building) use License Plate Reading technology to determine entry and exit time of each vehicle, and to determine

Whether payment has successfully been made for the duration parked.

- Car-park utilisation for each hour (car parks occupied as a proportion of total car parks)

Private off-street parking data collection

In order to fully understand the demand for public parking Council needs to assess the total parking supply in the city centre, including private off-street parking.

Collecting this information will help Council to ensure there is enough on, and off-street parking supplied in the city centre by allowing Council to respond to any significant changes in supply of off-street parking accordingly.

Council will undertake an initial baseline survey of private off-street parking at the outset of the new approach to parking management. These results will then be compared to future surveys. These will be undertaken every two – three years at Council's discretion dependent on the rate of development in the city centre.

Council is aware that while it has knowledge of potential total occupancy, it has little to no influence on private landowners' decisions on whether to continue to participate in private parking activities so cannot rely on private parking as a long-term future solution to occupancy pressures.

2.5 Payment Technology

Council will provide opportunities for users to pay for parking using parking payment technology. The use of parking payment technology has the added advantage of providing data on utilisation without the need for manual surveys.

Council will ensure parking payment technology is provided that allows users greater flexibility to pay for parking in a modern fashion with increasing reliance on electronic transaction methods and mobile technology methods.

Costs associated with this approach will be measured against the expected revenue, expenditure and increased benefits and efficiencies for the public and the Council. Monthly reporting is used to monitor trends and make any adjustments deemed necessary.

The technology solution will allow for payment by debit or credit card, coins, and other mobile solutions such as but not limited to payment apps. Electronic 'permits' will also be provided in accordance with the relevant requirements of the Rotorua District Council's Traffic Bylaw.

2.6 Fees and Charging

These will vary in different parts of the city centre and will be based on demand and desired occupancy in accordance with sections 2.1 and 2.2.

2.7 Enforcement

The successful implementation of a performance-based approach to parking management is reliant on reliable data-based decision making and effective technology-based solutions for enforcement of parking regulations and restrictions. Parking enforcement practices will be reviewed monthly and updated where required to ensure best practice and efficiency. Effective enforcement includes the following practices:

- Clearly established enforcement procedures and relevant training
- Enforcement that is consistent, efficient, legally robust and fair
- Educating the parking users and local businesses on the policy, parking management guidelines and bylaw as to the benefits of effective enforcement
- Frequent monitoring of parking using a blend of people and technology.
- Additional enforcement support for special events, schools etc.

2.8 Allocation of Parking Revenue

Pricing of parking is first and foremost about managing demand for parking and increasing compliant behaviour, rather than gathering revenue. Therefore, as much as practicable, parking revenue will be reinvested directly into the areas of the city from which it is raised.

This will be done by ring-fencing parking revenue. This revenue will be used to fund projects that benefit the community that will include, but is not limited to, streetscape upgrades, and safety improvements in the city centre.

Council will use notices and other media to inform the public that their parking fees are being reinvested into the community where it is being collected.

2.9 Parking Information

Council will develop communication and marketing material to ensure the community is informed about its approach to managing public parking.

Council will ensure that parking user information is available in the form of signage, maps, brochures and website information. This will indicate information on parking availability, prices, fines, penalties, regulations and how and where to pay or appeal an infringement notice.

Fees will be appropriately displayed on meters, payment apps and on the Council website.

Adequate parking user information will ensure all users are appropriately informed, minimising the need for enforcement.

2.10 Peak Demand Parking Management

At times, a need arises to manage excessive parking demands due to one-off and/or seasonal special events such as concerts, sports events, cultural events and Christmas shopping. Managing parking peaks can help to mitigate the negative consequences associated with excessive demand such as congestion, unsafe/illegal parking, and driver frustration.

A peak demand management plan may be used if required and is essentially a combination of strategies seeking to manage peak demands for parking using existing parking facilities or makeshift areas, rather than increasing parking supply.

This could include a combination of the following strategies for managing peaks in demand for parking:

- Signage to identify when parking areas are full, as well as to direct vehicles to alternative parking areas.
- Identification of appropriate temporary parking that may be shared, such as opening up parking at a school or commuter park and ride for the period immediately before Christmas when demand for these uses is low.
- Including the cost of public transport passes in the ticket price for special events, such as sports and cultural events.
- Retailer funded reimbursement of public transport travel costs.