

Parking in the future; virtual parking and technology to make informed decisions

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Parking as an asset:

Parking as an asset has continually challenged Mosman Council. Local residents identified parking within the top 4 priorities to be addressed in the last three bi annual resident surveys. The concept of parking within commercial precincts is continually at odds with parking restrictions, availability and enforcement; proving a constant challenge for staff, residents and businesses.

Parking within a commercial precinct is to ultimately physically connect businesses with their customers and should be provided to encourage the success of local business.

Using technology to make informed decisions:

The availability of long term data was previously costly, time demanding and only accurate to large time blocks. Since the installation of smart parking technology within the Mosman local commercial precinct, data has poured in; giving us the opportunity to realise the power of the data for the management of parking.

At the same time Council has also embarked on an ambitious Virtual Parking journey with the introduction of a Mosman Parking App showing real time on street parking data as well as VPermit, a virtual permit system replacing paper forms and parking stickers.

The use of this tangible data is now assisting us in making short and long term strategic decisions leading to better management of parking as an asset. It has given us insights into parking demand, restriction timings and enforcement. It has also given us an insight into the interesting behaviour of over stayers.

The paper will detail Mosman's parking journey, the highway to the future, the speed humps and dead ends along the way.