

## Submission for "Our Community Plan"

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I wish to talk to the main points in my written submission at the hearing to be held between Thursday 25 May and Wednesday 7 June 2006.

Are you completing this submission:  **For yourself**

My submission refers to: **Summary version; Page No. 8**

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Date: Friday, 5 May 2006

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(1) Do you have any comments on the major projects in our draft Our Community Plan?

*Not Applicable*

(2) Do you have any comments on groups of activities (The activities that Council provides)?

*Not Applicable*

(3) Do you have any other comments or suggestions you want to make?

*I would like to comment of Page 8 of the Summary Version;*

***It is proposed on page 8 of the summary version to raise the on-street parking charges to \$2.50 per hour which will increase revenue by \$750,000 per year.***

It is of serious concern that the Council is using older 2<sup>nd</sup> generation Pay and Display (P&D) parking meter technology which is estimated to return an extremely poor 35% of available on-street parking revenue. By using 3<sup>rd</sup> generation user friendly meters which offer lower end-user costs the Council will benefit by \$4,500,000 to \$10,000,000 per year on average over the next 10 years. This \$45 Million to \$100 Million dollars more over the next 10 years comes with lower parking fees and major extra benefits to the community and businesses. These figures are very significant and far exceed the combined fee increases and service cut savings currently proposed in the LTCCP.

We propose the LTCCP has a comment added along the lines;

**“The Council, Parking and Information Ltd, and an Independent Parking Consultant will immediately investigate the feasibility and benefits of implementing the proposed 3<sup>rd</sup> generation parking solution. If the Council and User/Community benefits are significantly better than Pay and Display solutions then the system will be implemented in a timely manner to maximise the benefits and saving for Ratepayers and the Council\*.”**

**\* This wording is a guideline only and we think this process needs to be done in consultation with affected parties like inner city residents and businesses. Parking and Information Ltd is the exclusive distributor in New Zealand of the proposed 3<sup>rd</sup> generation parking solution and is also the company offering Free Wifi Internet to the public. We think the final decision should be made by all Councillors due to the large revenue and wider benefits to all ratepayers.**

This is similar in concept to that of using New Zealand Post for all Council Payments except the saving and benefit are 1400% to 3233% better than the \$300,000 NZ Post savings and our solution adds a lot more benefits to the wider community.

The following is a quick summary of some benefits over the 2<sup>nd</sup> generation Pay and Display (P&D) solutions and has been included so Councillors and Ratepayers can understand in an open forum why the impact and benefits are so significant to all concerned, except illegal parkers of course!

1. Technology and computerisation will enable us to dramatically increase the extremely poor current returns (about 35% of potential income) the Council is receiving. No other Council services like off-street parking, rates, pools, stadiums, port and consent fees etc have such a poor compliance rate of people paying for actual usage. This means law abiding citizens are paying higher than required parking fees, facing unnecessary service cuts and higher than required rates rises. All actual users of on-street parking meters should share the costs and benefits and if users want free parking then they should use what is provided in the off-street parking facilities and non-metered parks outside the Central Business District etc.
2. Profit and operating savings will increase an estimated \$4,500,000 to \$10,000,000 per year on average over 10 years. This seems a lot but remember that the very poor expected return of 35% will bring in approximately \$4,300,000 per year. Are every 2 out of 3 car parks in the inner-city empty during the charged parking times? Of course not!
3. Using a Real-Time computerised enforcement system instead of a manual chalk system could save 5 to 10 internal jobs. (Estimated \$500,000 to \$1,000,000 per year in operating savings)
4. Five jobs proposed to be contracted out for further savings. Some of these jobs may have been contracted out anyway. (Estimated \$500,000 per year in operating savings)
5. No Council capital costs required implementing solution. This means no borrowing or interest costs and allows benefits to be available immediately.
6. We can offer more value than the actual fee charged for a Council service. Parking could cost \$2.50 per hour and Bus Tickets are generally \$1.90 to \$2.50 per trip yet we can offer free Wifi Internet access in some locations worth approximately \$9.95 per hour from Telecom. Using Wifi phone services instead on mobile phones could save 60+ cents per minute.

7. To promote public transport we would look at supporting a trial of free Wifi internet access on one of the three identified priority corridors if they are implemented so that business people and students etc can use wireless internet free from the first to last bus stop including the Bus Exchange. This saves approx \$9.95 per user, per hour, so exceeds the value of the bus fare. This is also an extra as yet unidentified extra benefit of using public transport since some users will be able to work or study while travelling. If only 2% of total estimated bus users used such a service this could (based on Telecom's current Wifi rates) save users or businesses a total of \$3.14 Million Dollars per year and give productivity or lifestyle benefits. This percentage is likely to be on the small side and the saving excludes benefits from using Wifi phone calls instead of using a mobile phone etc. This free Wifi Internet service alone may attract more people to public transport and even if there are delays for traffic congestion Wifi users could still be productive. It may also offer security benefits with free or cheaper Wifi phone calls and the option of security camera's etc.
8. We won't generate and estimated 1.7 Million to 4.9 Million paper tickets per year. We will generate none. This seems consistent with the Councils "Target Zero - Sustaining business and the environment" and our membership of Energie-Cites. From the Council web site "*The impact on the environment of paper production is huge. Production of paper uses hazardous chemicals, and requires high energy and water inputs. Added to this are manufacturing waste, the impact of transportation of materials to the factory and to your business, and disposal or recycling when the paper has been used.*" Saving 17.2 to 49.0 million pieces of paper over 10 years is significant especially when there is doubt that the existing paper can be recycled, and even if it can Council figures show that in 2004 Paper and Cardboard still made up 22% (53,700 tonnes!) of Waste Landfilled. Even with recycling typical black Council rubbish bags contain 28% paper!
9. Parking users will not have to return to their cars to display a parking ticket on their dashboards. This could gain users and businesses 164 hours every day. An alternate view would be the city could lose 409,000 hours of ratepayer's time over 10 years due to slower parking transactions of P&D systems.
10. Parking users will save money on transaction fees and the overall cost of using parking meters. This will also be true long term since they don't have to subsidise non-payers so everyone shares the costs and benefits.
11. Future increases in parking fees will generate more revenue than other solutions because of the higher percentage of people paying for parking which means you don't need to raise fees as high, or as often, to generate extra revenue.
12. Parking users will be offered actual parking usage charges for the first time which is the fairest option available. The alternate P&D systems are liked by Councils because users will often over estimate and over-pay their parking time and this can't be used by others since they drive off with the P&D ticket on their dashboards. This means payers are not only subsidising non-payers but they often over pay!
13. Parking users will have a quicker parking transaction. This means more time to do their business in town, and less time wasted paying fees. We only need one stop at the meter now but technology in the future will enable no visit to the meter so it will be "park and go". This is the opposite direction of P&D solutions that requires 2 stops, a meter visit then a return to the car. P&D also requires return visits if estimated time expires which wastes further time.
14. Parking users that have mobility problems will not be penalised like the P&D systems where you have to travel further to the meter and then return to your car to get a ticket on the car dashboard. Statistics NZ figures show 19% of population have a long term disability.

15. Parking users, especially those with babies or young children, will have less safety risks since the parking transaction is next to the car. This means you don't have to cross driveways or curbing with < 5 year olds and you aren't distracted while you try and get the P&D ticket on the car dashboard. Statistics NZ figures show there is approximately 20,000 under 5 year olds in Christchurch
16. Parking users will have more options to pay, for example Eftpos. Smartcards and Proximity Cards could also be offered.
17. The system will be better to use in our weather, especially cold winters, since you aren't exposed to the elements as long. This won't cause people to say away from inner city businesses during poor weather. Parkers with babies may have an option to leave them in their car seats during rain or cold southerlies while they pay for parking if they are in eye line-of-sight etc. (No visit to the meter is coming and is even better again).
18. We will provide accurate parking information for planning and policies that will show actual usage times and locations, not just a "financial transaction where somebody could pay and park anywhere." There are a lot of Council policies where the system is better for example in the "Parking Strategy for the Garden City"; Manage parking 4M & 4N. Provide accurate information 4S. Disability and Safety 4Q & 4G. Increase and Enforce Compliance 4C & 6.4 etc. Without this information the Council is just guessing and can't make informed decisions based on facts. Policies and Strategies are written for a reason.
19. Our solution should be more reliable since we don't require mechanical parts like printers and paper feeders which are more prone to breaking or jamming causing downtime. Printers also require more power to produce what we think is unnecessary paper and ink output.
20. We will offer a Free inner city Wifi (Wireless) Internet access "Hotspot" to the Public that can be used by inner city businesses, locals, students, tourist's and visiting business people etc. This is currently valued at \$9.95 per user, per hour, by Telecom so is of considerably more value than parking fees. The free "Hot spot" area we cover will be significantly bigger than the current charged Telecom Wifi "Hot spot" offering in Christchurch.
21. We can help enforce bus lanes in the inner city. This helps with more efficient public transport but still allows for regular parking at other times. It has been stated that efficient flow of buses is critical for future growth and usage of public transport. (With high fuel costs it may also be a financially driven). This enforcement monitoring is Real-time and computerised so we don't need to employ more Enforcement staff to do manual enforcement further saving operating costs. Internationally "bus lanes" can also be used for car pooling or "minimum occupancy numbers" traffic to maximise the benefits of congestion and to promote public or efficient transport. (Some places also allow Hybrid and energy efficient cars).
22. We can enforce residential parking so that inner city residents aren't penalised by living in the inner city.
23. We can do loyalty or validated parking.
24. We can do "digital" meter hoods and no time restriction parking.
25. We can do mobility parking.
26. We can enforce maximum time limit restrictions for parking without requiring manual enforcement. This promotes higher turnover of parks.
27. We can integrate with other Real-time systems, for example having a Council "Smart Card" that does on-street and off-street parking, bus fares, library books and recreation access (pool/gymnasium) etc. This lowers cost of Council administration and is more friendly and convenient for users. This could even be extended to be part of an electronic election or voting system.
28. Securely hosted solution including Server Hardware, Storage Area Network and Relational Database Management System saving Council Information Technology costs.

29. The infrastructure could save Council communication costs of over \$100,000 per year. There would also be no GPRS data charges for sending and receiving data.
30. Real time parking solution could be offered in future. This will help parkers find free parking spaces more quickly reducing congestion and frustrations. This would also encourage people into the city. This could also be integrated into the existing off-street parking or bus monitoring systems.
31. Real time parking information could be published on the Internet.
32. Real time information could be offered in future that will enable car and portable navigation systems to use 3D maps and directions to locations within Christchurch and this could include free car parks. (Google is currently working on free 3D real time navigation in the United States and this system could be delivered via our free Wifi technology).
33. The infrastructure could be used for additional benefit to the community, for example security of Ratepayers, Council property, Schools (property, crossings or speed zones), parks, speed camera's, pedestrian crossing monitoring, traffic control, monitoring operating hours, noise control, pollution monitoring etc. These devices use low cost Wireless communications so are a lot more economical to implement and operate saving further operating costs. Intel rated not using mobility and wireless as the world's number one technology risk in 1995.
34. We would be partnered with some of the world's largest technology companies.
35. We would work with local companies for further opportunities and developments.
36. We can lower the Council costs of fine collections by offering payment of parking fines and offences at the meter. This would normally be offered to the user at a discounted rate so users benefit as well.
37. We will offer a "No Fines"<sup>TM</sup> feature so users can avoid parking fines. This would be subject to maximum parking times and bus lane enforcement etc. This is fairer for users since it is hard to accurately estimate the required parking time. With this feature you will be charged for actual usage so it is fair and parking becomes "hassle free".
38. We will offer the best return and benefits for the Council and Ratepayers on a critical revenue source.
39. The solution will be safer for Enforcement Officers because they don't have to go onto the road to check tickets that are being displayed on the drivers' side of the car. They also don't have to risk injury trying to read tickets on the dashboards which may involve stepping off or working around curbing, driveways and moving cars.
40. Quicker Enforcement (Real-time locally or remotely) means Enforcement Officers can do other duties and responsibilities better and far quicker. This saves operating costs and maximises returns. It is using technology to work more efficiently.
41. It is impossible to forge a parking ticket since we don't use them. This minimises a couple of obvious forgery and avoidance concerns with P&D tickets.
42. Parking system is easier and more logical to use.
43. Infrastructure put in place could be of use to Civil Defence or Emergency Services.
44. Free Wifi Internet would help promote Inner City businesses so that visitors (business people, tourists and students etc) can quickly find relevant business goods and services. With the free service being offered we can quickly point users to these businesses so local information is quick and easy to find for everyone.
45. We will help in the revitalisation of the inner city. People may travel in to use the free Wifi internet services and others may stay in the city longer.
46. We would give Christchurch city international recognition of being a visitor friendly "digital city" since infrastructure and services are world class, and would be accessible free! This would include free Wifi Internet access and Phone Calls via Skype etc. Visitors may stay longer.

47. Parking Meters could be used for other uses, i.e. “Transactions” like paying Council Rates or fees, and topping up Smart Cards. “Services” like voting in local elections or offering information could also be added.
48. No chance of Parking tickets damaging cars by being lost down car ventilation and air-conditioning vents. Retrieving these tickets won’t be a distraction or safety concern after returning to the car.
49. We could offer an alternate revenue source for the proposed targeted rates within the inner city. It may be an option to have a percentage of this increased parking revenue being reinvested into the inner city since this is where parking meters are. Obvious examples would be City Mall and the Inner City revitalisation projects.
50. We can promote productivity gains by offering free Wifi Internet. Studies show this can be of considerable benefit to both businesses and employees. Employees especially can micro-manage work, be more productive and have a better work/personal balance.
51. Real-time interfaces to other computer systems are possible and cost effective since unlike GPRS there are no data charges for sending and receiving information. These savings in operating costs can be passed onto users.
52. Infrastructure will enable use of standard technology like Wifi compatible mobile phones, PDA’s and of course computers and laptops. This means free or extremely cheap phone calls around the world, free Internet and Email, free connectivity to work and education sites as well as free information on local businesses etc. Using Skype computer software for example you can call other Skype users anywhere in the world free. Calling many land-lines in the world with Skype costs only € 0.017 per minute. For example a call to a normal London land-line phone number would cost approxametly NZ 3 cents per minute which is cheaper than a Telecom phone call from one business to another business in the same building!

The proposed solution has many benefits to the Council and ratepayers. We think the current pressures on higher operating costs within the Council and maximising efficiencies means that improving the very poor return of on-street parking needs to be addressed immediately in this LTCCP. The fact that there are so many additional advantages to the wider community immediately and into the future shows that there can be some real “Win-Wins” with the Council working with and listening to ratepayers and business when shaping our city’s future.

As a long time local ratepayer with young children I am interested in the future of our city and community. The above solution would involve many large well known companies but we shouldn’t lose sight that it is the city that benefits now and in the future and this is what this submission is about. Other on-street parking systems are “Electronic Piggy Banks” for Councils to collect and count money. Our proposed solution is a Parking Management System that offers more back to the community as well as significant Operating savings. This comes with lower user costs and added benefits that are valued considerably higher than parking fees or bus tickets.

**The significantly better return and user benefits enables the Council to best manage an asset for Ratepayers without privatisation or favouring illegal parkers. This is what the people want.**

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