

DRAFT CENTRAL GEELONG PARKING STRATEGY



COMMUNITY ENGAGEMENT SUMMARY

Community engagement on the Draft Central Geelong Parking Strategy ran for six weeks from Monday 22 May 2023 to Sunday 2 July 2023. We asked the community to have their say on the draft document.

The City asked the community to share their thoughts on the City's Have Your Say website, as well as through five face-to-face sessions run during the engagement period. The City utilised Social Media and a combination of internal and external networks to promote the engagement to the Greater Geelong community.



42 DAYS

of engagement



452

Number of
people to leave
feedback



3

print
adverts in
local
newspaper



2,638

Visitors to the
Have Your Say
(HYS)page

SOCIAL MEDIA



47,617

Reach

1,394

Actions (Clicks,
reactions,
shares, comments etc.)



32

People following
the project



12

Footpath
decals
installed in
Central

COMMUNICATIONS

Survey and information sessions were promoted via the print media including City News, Geelong Independent and Bellarine Times on the 26 May 2023 and the Geelong Advertiser (plus Herald Sun) on 25 May 2023. There were also several news articles in mainstream media and industry group newsletters.

The City's Social Media platforms were used to direct people to the Have Your Say page, with two campaigns at the mid and end points.

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VERBATIM COMMENTS

Following is a selection of verbatim comments from respondents' feedback that provide a brief snapshot of the variety of views expressed during the engagement. A detailed analysis is currently underway.

'Recognition of different precinct requirements is good, however more immediate action could be possible to assist access, especially for mobility impaired users'

'Free parking for patients at the hospital is a must. You cannot always leave to top up the meter or it may not be your pay week and therefore cannot afford to pay for parking. Easily accessible public transport would help also.'

'Disabled people should not be paying for parking. The City of greater Geelong should have free parking for category 1 holders'

*'1. Smart parking is good, & building & maintaining parking data into the plan is good.
2. Periphery all day parking and multi-stories tick*

*'... there appears to be little emphasis on public transport and no mention at all of bicycle transport.
'Parking centres & all day-parking need to have SAFE bike lanes and fast, cheap, frequent PT to*

job/recreation centres. That's how to get rid of car congestion. Parking ticket payments should go towards making PT/active transport better and safer for commuters...'

NEXT STEPS

Community engagement is now closed. The 453 submissions are currently being reviewed and analysed and will be used to refine the draft as we create a final version for Council endorsement. It is anticipated that the document will go to a Council meeting in late 2023 for endorsement.