

Frequently Asked Questions

What is the Smart Parking Trial?

The Smart Parking Trial is testing the performance and impact of sensors covering 582 parking bays in the Rye town centre and foreshore areas. Also trialled, will be real time parking availability information displayed on street signs at the key entry points to Rye, along with a Smart parking availability App, to help drivers find a car park quicker.

The aim of Smart Parking is to provide drivers with the capability to be guided to available parking by real time information street signs and to pre plan their parking with the Smart Parking availability app.

It is a trial that will compare impact usage of smart parking over summer and the shoulder season, which will evaluate the benefits of providing the real time parking availability to drivers and evaluate its ability to decrease travel times, on-street congestion and improve resident and visitor experience during the busier summer period.

Rye was selected as it provides a mixture of on-street and off-street parking and experiences high parking occupancy levels during summer. The smart parking technology will also assist with changes planned with the implementation of the Rye Township Plan over the next few years.

Why are we trialling Smart Parking?

Primarily to address problems caused by traffic congestion from drivers (residents and tourists) queuing up to park in the beach foreshore carparks and 'circling the block' trying to access on-street parking spaces, instead of being directly guided to the available parking bays.

The fluctuation patterns and the dynamics of the number of tourists coming to MPS on daily basis means we need to test the ability of technology to improving the efficient management of traffic and parking at various locations in the towns.

With over [6.1 million tourists to the Mornington Peninsula annually](#), townships across the Mornington Peninsula are under increasing pressure to provide a quality parking experience that is fair and equitable for all, both visitor and resident.

Approximately 6.1 million of these are 'domestic day trippers' coming longer distances and want to find parking quickly and avoid having to hunt for a carpark.

We consulted the local community, businesses and visitors concerning parking in Rye, with half of those visitors interviewed reporting that congestion is a problem, and that the beach foreshore carparks are the most popular place to park. (Source: AUSTRAFFIC, Survey of 150 locals, shire residents and visitors about parking in Rye, March 2019).

Key metrics include:

- 60.7% of the respondents were visitor/holiday house, 25.3% belonged to local Rye area whereas remaining 14% were local Mornington Peninsula residents
- 45.3% of the respondents made the trip for beach activities followed by 37.3% on holidays. 20% of the respondents had shopping/Restaurant as their trip intention
- 38% of the respondents parked in Foreshore parking followed by 22.7% in commercial Off-street and 20% in On-street parking

What is the goal of the Smart Parking trial?

The fundamental of the trial is to test the performance of sensor, camera, real time information signage and app technology to see if it improves the car parking experience in the busy Rye precinct.

Specifically, to test if the smart information signage system can more efficiently guide traffic and parking to maximize the overall utilisation of parking spaces and minimize traffic congestion, especially congestion caused by vehicles that are searching for parking spot.

We are seeking to provide a better parking experience for the beach goers who are visiting Rye and make it easier for local residents including those from the wider shire community to park in Rye and access shops and services.

How do I safely use the Smart parking app?

Road rules in Victoria do not permit the use of a handheld mobile device whilst driving. Drivers should check the Smart Parking Limited App before taking their trip and passengers while underway, which shows the available parking spaces across 582 sensed parking bays in Rye shopping precinct, by on/off street, street name and by category – disability permit, free, time limit.

Upon approach to Rye the driver is 'handed over' to the real time parking availability information on VMS intelligent traffic signs.

To use the Smart Parking Limited app you will need a data connection to operate on 3/4G. Users who require help with navigating to Rye can press the navigation icon and Google Maps' voice navigation.

Note – [VicRoads states](#) that a fully licensed driver can use a phone to make or receive a phone call, to use its audio/music functions or perform a navigational (GPS) or intelligent highway vehicle system (in vehicle warning system) function but only if the phone:

- is secured in a commercially designed holder fixed to the vehicle
- can be operated by the driver without touching any part of the phone, and the phone is not resting on any part of the driver's body.

Note SPL app does not include Parkam sensed bays in Horseshoe or Scout hall carparks

Why is smart information signage used?

The Smart Parking trial involves the installation of strategically placed smart information traffic signs to guide the road user towards available parking spaces and show the where available spaces are the main parking areas in Rye.

Signage is a very important to ensure the trial benefits local residents and drivers who don't use the smart phone app. These drivers will be able to rely on the signs only to be guided to available carparks.

Safety of drivers and pedestrians is the paramount considerations and we have consulted the Rye business community.

What carparks and streets will be included in the Smart Parking trial in Rye?

The following carpark and streets are included in the Rye Smart Parking trial, with the VMS intelligent traffic signs showing real time parking availability for:

- 140 off-street bays at the Rye Pier Carpark on the foreshore
- 96 Scout Hall carpark on the foreshore
- 100 on-street bays on Pt Nepean Hwy in front of retail shops, and
- Parking bays behind the shops on Nelson street, Napier street, Lyons street and Hunt avenue.

How to download the Smart parking availability app

Android users will go to the GooglePlay Store, search for 'Smart parking' and press Download. The download will start and take around a minute, depending on their mobile network. The user is then asked to press 'Install'.

Apple Smartphone users go to the [AppStore](#), search for 'Smart parking', and press Download. The download will start and take something less than a minute, depending on their mobile network. The user is then asked to press 'Install'.

Once installed, the app will display the legal Terms and Conditions which advise the user to use the app lawfully when in transit.

The Terms and Conditions state that drivers are responsible for complying with the law as well as taking all necessary precautions for safe driving. Drivers must not use or interact with this Smart parking app in any way while driving.

iOs version available here with Rye sensor data to be added – note not an Council labelled app and it only includes the SPL bays (416 bays) and not the Parkam Camera based bays.

Timelines

When will the trial start?

The trial will be launched in January 2020, with the deployment of VMS intelligent street signs and launch of the Smart parking app.

Key dates for the project

- November to December – equipment and sensors installed the Rye Pier off-street carpark, Scout hall carpark and on Nelson street, Napier street, Lyons street and Hunt avenue.
- December – operational acceptance testing of sensor network and integration with VMS signs and SPL app.
- January 2020 – launch and trial commences.
- End June 2020 – trial completed.

Smart Parking Vendor & Technology

What companies are delivering the Smart Parking trial in Rye?

- DM Roads, Parkam and Smart Parking Ltd.
- DM Roads is project managing the Rye Smart Parking and Amenities High Demand Area project in collaboration with Parkam, SPL, RMIT and ARRB
- DM Roads delivers market-leading solutions in road network management, asset management, routine maintenance, intelligent transport systems and smart city infrastructure, that go beyond simply maintaining the road network today
- Parkam's smart parking solution using real-time computer vision algorithms on security camera footage to identify which parking spot will **remain available** by the time the driver arrives, which is also being deployed at Curtin University in WA to help guide people to their 5000 bays. Note - the Smart Parking solutions only collect information on parking events and do not identify individuals or number plates.
- Smart Parking Ltd are one of the market leaders in smart parking technology.
- SPL's website is www.smartparking.com and an information video of Smart Parking Ltd's deployment in Canberra is here <https://www.youtube.com/watch?v=4rZRFBFVIKU> and Westminster Council is available here <https://www.youtube.com/watch?v=N1Qozcd2P3Y>

What type of smart parking technology is being used in Rye?

The Rye Smart Parking trial will use a mixture of in-ground sensors and cameras to capture real time information on parking availability in 582 bays and publish this information in real time to the portable VMS signs and the Smart Parking Limited app to save drivers time and decrease 'circling around the block' on Rye's busy streets or congesting Pt Nepean Rd.

The trial provides drivers with two ways of finding a parking space:

- VMS intelligent traffic signs showing parking availability in the Rye precinct including on street and off-street car parks on the foreshore and at the rear of the shops.
- Smart parking app shows on-street and off-street availability for bays, including 1/4P, 1P, 2P, 3P and 4P timed bays, disability bays and accessed access through your mobile network.

Smart Parking will offer advantages to Rye's retailers and businesses as improved turnover of parking spaces will give shoppers greater access in a more convenient and efficient manner at peak times.

The Rye local traders have provided their full support for the trial and have made many positive statements about the trial and the benefits it will bring to the Rye business community.

What are the key benefits of Smart Parking in other cities?

Smart Parking can make it easier for you to find a parking spot and help reduce your travel times, making it easier for you to move around during peak times.

International studies suggest that 30 per cent of traffic in downtown areas are cars looking for a carpark - '1 in 3 cars' circling around looking for a park are creating congestion.

Smart Parking can reduce traffic congestion by reducing the number of cars searching for a park. This can benefit everyone and reduce our emissions, making for a more sustainable and efficient city.

The ACT Government found that the use of smart parking reduced travel times by up to 10% and saved drivers approximately 4,000 hours per year.

Similarly, the City of Nice reports that Smart Parking reduced congestion by 10 per cent.

The City of San Francisco found that Smart Parking reduced the amount of time spent searching for a parking space by 43 per cent.

Smart Parking can improve access for shops and businesses by improved optimisation of available parking spaces.

Enforcement

Is Smart Parking just about revenue raising?

No. Smart Parking is about helping drivers find a park quicker and enable visitors to pre-plan their trip and reduce their travel times – it's about convenience and making the trip a more pleasant experience.

We acknowledge that Smart Parking will help make enforcement more efficient and the sensor technology will let us know exactly how long someone has overstayed, and better deploy limited resources to provide fair access for all visitors and residents:

- Canberra smart parking trial showed that 1 in 5 drivers overstay 1P/2P Free/Timed parking (some by up to 8 hours); reducing overall parking supply and churn and the ability of residents, local retailers and shoppers to benefit from the fair and efficient use of parking.

A key part of the enforcement approach proposed in Rye will be user engagement and education and promoting compliance with timed parking. There is no impact to users if they comply with the parking controls.

This provides more equity and fairness for drivers who do the right thing – enforcement and revenue raising is not the focus.

The smart parking trial in Rye is about finding a parking spot.

The Smart Parking trial is an example of the Shire's commitment to better transport accessibility in Rye.

This trial will produce many benefits that offset any issues over perceptions of enforcement impacts including reducing congestion and improving travel times that will assist to reinvigorate the Rye township as more enjoyable place to live and visit.

Open data

How will the trial support the Shire and open data and innovation?

The Smart Parking trial offers opportunities to aggregate data on traffic movements, congestion, hotspots and create unique value-added services.

The Shire will consider providing access to data to allow third parties to generate innovative solutions to benefit government, the community and businesses.

Note - Example of an open API feed for Smart Parking Canberra -
<https://www.data.act.gov.au/Transport/SmartParking-API/2xfc-29mw>

Note - the Smart Parking solution only collects information on parking events and does not identify individuals.