

## General Requirements

As part of reviewing the primary and supporting recommendations in the existing Parking Strategy 2016-21 and developing the delivery/implementation plan the consultants are required to consider and comment on the following: -

- Identification and mapping of all parking provision (public and private) across the Island (with an emphasis on East Cowes, Cowes, Newport and Ryde) and record capacity and usage;
- Assess current demand for parking in these areas and relate demand to supply;
- Assess future demand for parking provision in these areas
- Common standards for parking that recognise the different parking challenges in each of the key areas (set out above).
- Methods to reduce non-resident on-street parking in residential areas in a manner that does not have adverse economic impacts or traffic implications in the short term.
- Appropriate technologies to enable drivers to find vacant car parking spaces in the key centres in a manner that helps reduce traffic flows and reduce on-street parking (especially in surrounding residential neighbourhoods)
- Potential locations for new off street parking opportunities across the Island (with a focus on the key identified areas) that will meet both current and predicted future demand. This should include the potential of multi storey car parking.
- Innovative solutions for the delivery of parking at the identified locations including partnerships with other public and private sector organisations to provide parking solutions. This should identify appropriate business models and governance to ensure viable delivery. This will need to include a strategic business case for investment
- Set out how the Parking Delivery/implementation plan will be evaluated including the definition of appropriate Key Performance Indicators.
- A specific potential location for park and ride has been suggested for Cowes and this needs to be assessed as a priority within the project with an early report being provided on this matter. (This report will need to cover the following: land ownerships of identified site; assess financial viability of developing this for park and ride; identify the additional interventions necessary for successful park and ride scheme (including pricing policy, bus provision and priority); and identify the business model that will maximise income to the Council. A business case for investment will also be required.)

## In-house work

In advance of the consultant's work officers have been charged with reviewing the follows areas: -

- Electric Vehicle charging points – progress work on provision both on and off street
- Reduce CO2 emission in town centres – produce a policy which will assist informing the review
- Marketing of parking permits – progress work to promote all permit types and existing alternative payment methods such as Direct Debit/PayByPhone
- Advertising – progress work on selling advertising space in car parks to generate additional revenue
- VMS – using Newport as a trial progress work on VMS signage to ensure that car owners are directed to car parks with spaces; this also minimises congestions and CO2 emissions by eradicating unnecessary journeys.

- Directional signage to car parks – using Newport as a trial review all existing signage to car parks and propose a new network of signage that is minimal but sufficient.
- Review IWC parking stock – identify potential development sites and sites that could be utilised for the provision of new/replacement parking areas, to include multi-story.
- Review staff parking arrangements – to include pricing and availability; it should be noted that as this has implications on staff terms and conditions it will, need to involve HR and require union consultation.

The consultants will be required to reference this work as part of their commission and in formulating the delivery plan.

### **PROJECT OBJECTIVES AND OUTCOMES**

- Review the primary and secondary recommendations in the parking Strategy 2016 to 2021
- Production of a delivery/implementation plan which directly references each of the primary and supporting recommendations
- Address the general requirements as part of the delivery/implementation plan
- Development of Performance Indicators to evaluate the delivery plan
- Maximise income generated through council operated parking provision