

Parking Services Project

Fees and Layout Endorsement

20 May 2026



Why is Council endorsement being sought?

Context and Purpose

Seeks Council endorsement to support public transparency ahead of planned parking changes.

Refreshed Parking system

- Technology
- Staffing
- Pricing
- Payment options
- Inner-city layout adjustments

Key decisions

Endorsement requested for:

- Updated parking fees (tariffs)
- Revised layout map (attached to report)

Why Endorsement Matters

- Builds public confidence.
- Essential to meet Council-set implementation deadlines.
- Aligns with strategic regulatory direction.
- Enables operational preparation and public communications to continue.

What's Changing?

Major Inner-City Parking Refresh Go-Live: 1 July 2026

Service Delivery

- Parking services return full in-house.
- Outsourced service ends 30 June 2026.

Technology Lease

- Orikan to deliver all tech for new system.
- Long term 5+5 year contract.

Rules and Layout

- Updated Bylaw, Policy & Guidelines
- Redesigned layout – improve access, compliance and customer experience.

Customer Experience

- More payment options.
- No transaction fees or surcharges (absorbed by RLC).

Community and Stakeholder Feedback

Engagement

- Engaged various community and stakeholder groups
- Community wide feedback during consultation.
- Informed stakeholders, interest groups on changes and gathered targeted feedback.



What we heard

- Feedback largely consistent across all engagement.
- Generally supportive of changes to inner-city parking.



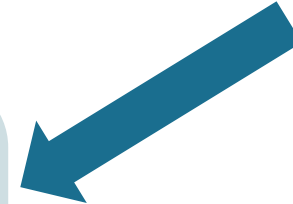
Key themes

- Affordability
- Access
- Simplicity
- Fair enforcement
- Reliability



How we responded

- Combined community feedback and parking data.
- Refined approach to better match user needs and demand.
- Trialled free parking in inner-city carpark.



Result

- Evidence based, community-informed parking system.
- Better aligned to user expectations and community outcomes.

Proposed Fees and Layout Approach

Balanced approach

- Pricing set to balance:
 - Affordability, access, turnover and financial sustainability
- Designed to support desired parking behaviour

Simplified zone layout

- Clearly defined zones, tariff structure and permitted uses.
- Reduces confusion and improves:
 - Turnover, compliance and access for all.

Fees + layout work together

- Pricing and layout are interdependent –changing one affects how the other performs.
- Managed through occupancy targets and policy triggers.

Supporting city accessibility

- Fair, transparent management of parking demand.
- Provides long-stay options and permits (especially for workers).
- Enhanced payment options with no transaction fees.

Result

An accessible, vibrant inner-city

Better balance between users, businesses and demands

System designed to adapt

Data, Trials and Risk Management

Carpark building trial

- Two months free parking.
- Doubled weekly usage (500+ users).
- Usage dropped back immediately after trial ended.
- Indicates price and location drive behaviour, not just building upgrades.
- Some positive feedback about building improvements.

Financial position

- Conservative financial model.
- Stress-tested across multiple scenarios.
- Designed for long-term sustainability.

Key risks

- Behavioural uncertainty (how users respond).
- Tight implementation timelines.
- Actual Results vs modelled assumptions.

Risk management

- Clear system design
- Robust modelling and testing
- Strong communication plan to support transition

Results

- Decisions informed by real-world evidence and data.
- Risks understood, planned for and actively managed.
- System designed to be practical, resilient and adaptable.

Recommendations, Go-Live & Next Steps

Recommendation

- Council endorsement of proposed parking fees and layout.
- Signals transparency and confidence ahead of go-live.

Go-live support

- On the ground support from Orikan ambassadors and council teams.
- Includes Safe City Guardians and parking wardens.
- Focus on:
 - Payment options
 - Entering license plate details
 - Using new technology

Communication

- Comprehensive campaign across – advertising, digital channels, direct community engagement.
- Ensures public awareness and education.

Post-go-live review

- Data and customer feedback-led review.
- Aligned with Long-term Plan development.
- Focus on – fees, layout, customer experience.

Questions?



TE KAUNIHERA
O NGĀ ROTO O ROTORUA

Attachment 1: Proposed Fees (tariffs)

PROPOSED PARKING FEES

CITY CENTRE (ZONE 1) - (TUTANEKAI SPINE AND RIBS). MAX

MON - FRI: 9AM - 5PM, SAT: 9AM - 12 NOON, SUN: free

First hour (free upon registration of license plate) - once per day only \$29
Hours 2-3 \$2 per hour
After 3 hours \$5 per hour
Payment - Meter, PayStay app, virtual meter

RECOMMENDED FOR
CONVENIENCE
SHOPPING

CITY ZONE (ZONE 2) MAX

MON - FRI: 9AM - 5PM, SAT: 9AM - 12 NOON, SUN: free

Hours 0-3 \$2 per hour
After 3 hours \$4 per hour
Payment - Meter, PayStay app, virtual meter

RECOMMENDED FOR
LONG STAY
CUSTOMERS

PUKUATUA STREET - PARKING BUILDING

PERMIT PARKING LONG STAY

MON - FRI: 9AM - 3PM, SAT & SUN: free

1 day - \$12 (\$2 per hour)
2 weeks - \$25 (average of 0.42c per hour)
1 month - \$50 (average of 0.38c per hour)
3 months - \$130 (average of 0.33c per hour)

Payment - via QR code on portal (on signs in area) - same rates as fringe Permit parking only

RECOMMENDED FOR
INNER CITY
WORKERS



PUKUATUA STREET - PARKING BUILDING: (reserved spaces)

CORPORATE PERMIT PARKING

MON - SUN: 24 hours

Permit Duration	First vehicle (\$)	Each additional vehicle (\$)
1 month	\$105.00	\$50
2 months	\$190.00	\$90
3 months	\$250.00	\$120

Payment - contact Rotorua Lakes Council for invoicing.

RECOMMENDED FOR
BUSINESS
VEHICLES

PERMIT PARKING ONLY ZONE: (City fringe areas)

PERMIT PARKING LONG STAY

MON - FRI 9AM - 3PM, SAT & SUN: free

1 day - \$12 (\$2 per hour)
2 weeks - \$25 (approx. 0.42c per hour)
1 month - \$50 (average of 0.38c per hour)
3 months \$130 (average of 0.33c per hour)

Payment - via QR code & portal (on signs in area).

RECOMMENDED FOR
INNER CITY
WORKERS

ROTORUA
LAKES COUNCIL
Tū Kāwharere o ngā Moio o Rotorua



Attachment 2: Layout Map

