

Parking Services Snapshot

21 October 2026

Public consultation – Dec 25 to Feb 26

Focused on Policy, Guidelines and Bylaw update.

Opportunity to get feedback on parking services ahead of operational design.

System changes in response to public feedback

- removal of transaction fees
- fairer and more consistent enforcement
- reliable and accessible parking meters
- keeping permit prices as low as possible
- retain same parking fees for short stays
- keeping the free hour
- simplified casual parking zones - reduced to two
- dedicated worker parking (permits)
- increased payment options – traditional vs digital
- ensuring we kept coin machines (we increased it)
- safety improvements at the parking building

Parking refresh - key objectives (1)

Fair access

- Availability for shoppers, visitors, workers, residents and mobility users.
- Avoid workers/staff occupying most convenient spaces all day.
- Better turnover in high-demand areas (aim for 70%-90% occupancy).

The right parking solution, in the right place, at the right price

- Supply matches different user needs.
- Short-stay parking for customers, longer-stay options for workers, day visitors.
- Use pricing and time limits to manage demand.

Parking refresh - key objectives (2)

Affordable options

- 1 hour free and lower-cost long-stay and permit options.
- No transaction fees added (lower costs in zones for first 3 hours)
- Keep casual parking charges broadly unchanged for shorter visits.

Support a vibrant CBD and local businesses

- Enhanced payment options.
- Encourage turnover for customers to access shops, services, cafes and events.
- Reliable, modern and uniquely Rotorua technology.
- Parking management return to Council – local service.

Orikan as contracted tech provider

- Orikan supports **24+** NZ councils with an excellent reputation.
- **3,500+** total parking meters in operation. Rotorua added 79.
- 400,000 registered Paystay users. Rotorua added **6,913** users (**49,000+** transactions completed!)
- Positive relationship with our new team and support on managing and understanding data.



Consistent and effective enforcement

Ensures fairness in enforcement and supports increased turnover for customers.

- Expansion of Licence Plate Recognition (LPR)
- Improved coordination between wardens and LPR technology
- Problems with enforcement required number plate registration
- Improved consistency through Safe City Guardian support
- Greater coverage of schools and events
- Abandoned vehicles – next step

Early stats



1500+ mobility permits



1100+ permits (various durations)



Inbound calls – 80 per week
(↘ down from 88p/w in 2024/2025)



Inbound emails – 90 per week
(↘ down from 144p/w in 2024/2025)



Digital payments increasing
31.6% in July → 36.2% in September



Occupancy circa. 80% - preferred best practice



99.9% parking machine reliability



Big increase in parking building use
approx. 70% occupancy

Metrics - Transactions and Payments

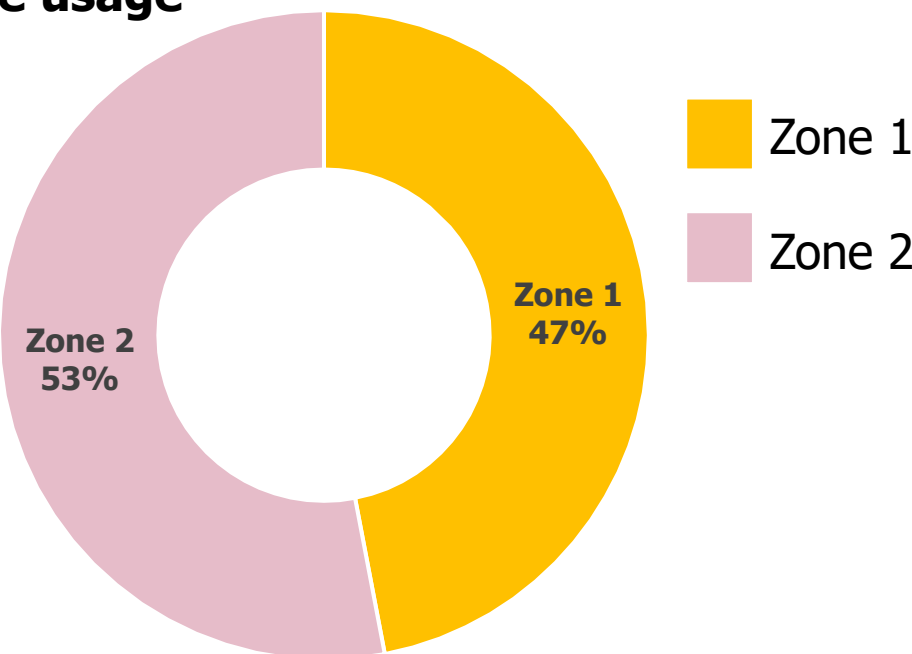
183,855
paid transactions

60,033
first free hour

+4742
permits

188,597
Total transactions

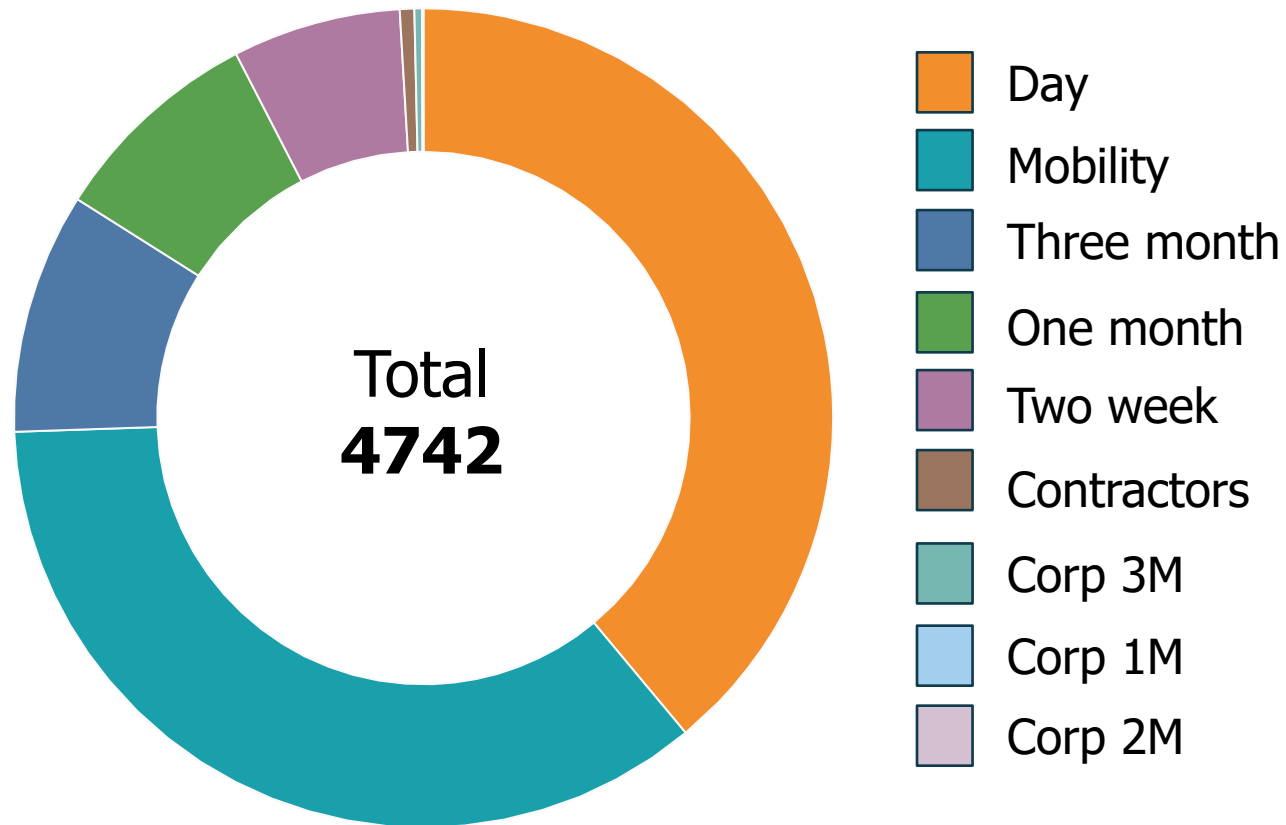
Zone usage



Zone 1
85,586 sessions
cash 55%, card 15%, app 30%

Zone 2
98,269 sessions
cash 8%, card 53%, app 39%

Metrics - ePermits

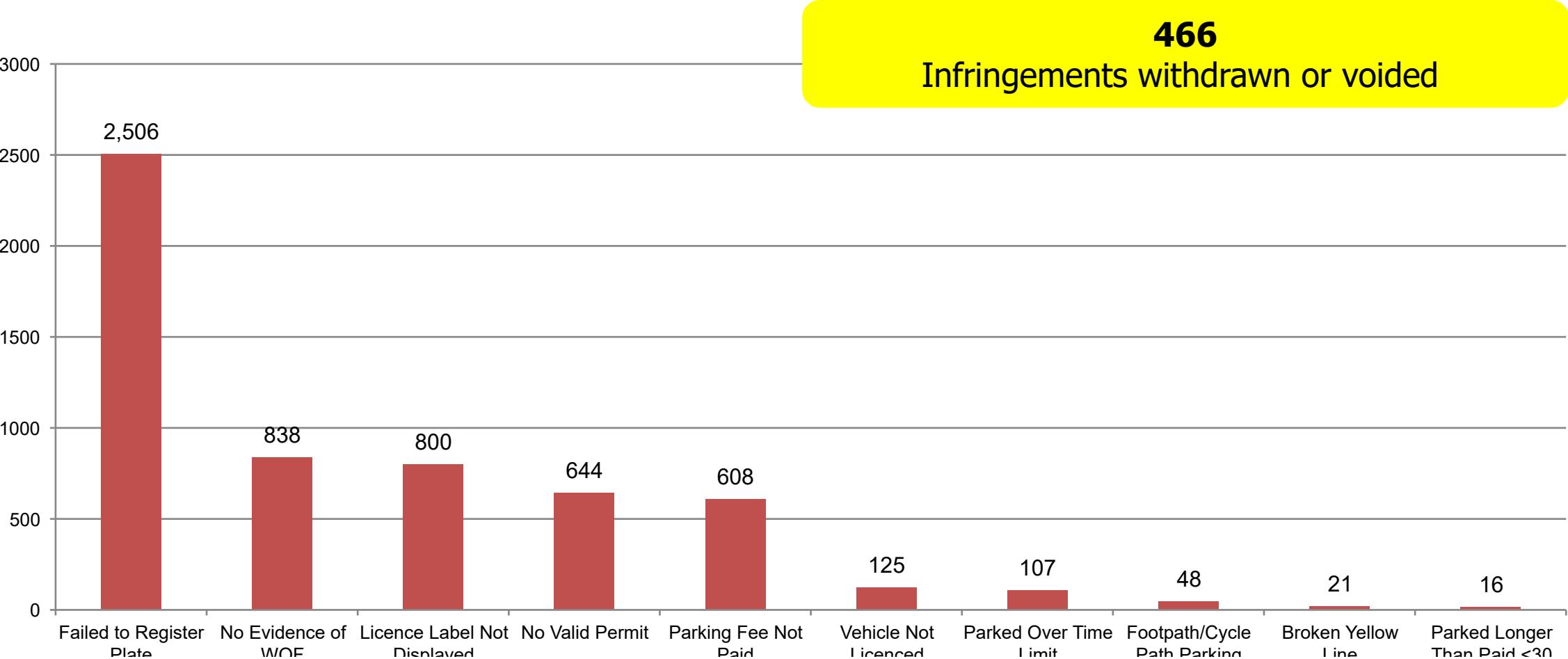


Most popular
1 day
1847

Mobility
1684

1 and 3 month
852

Metrics - Infringements | 1 July – 30 Sept



Financial changes

What we wanted:

'good quality, cost effective, and local'

Tender process - not just price, a holistic solution

- Support, web/app/meter functionality
- Track record, feedback from other councils
- Ability to maintain features of previous system
 - 1-hour free zone, coins, payment options
- RLC delivering 'people' component
- Enforcement consistency/certainty - registration
- Meet RLC funding policy – 100% user funded

Looking forward – 2026/2027 budget

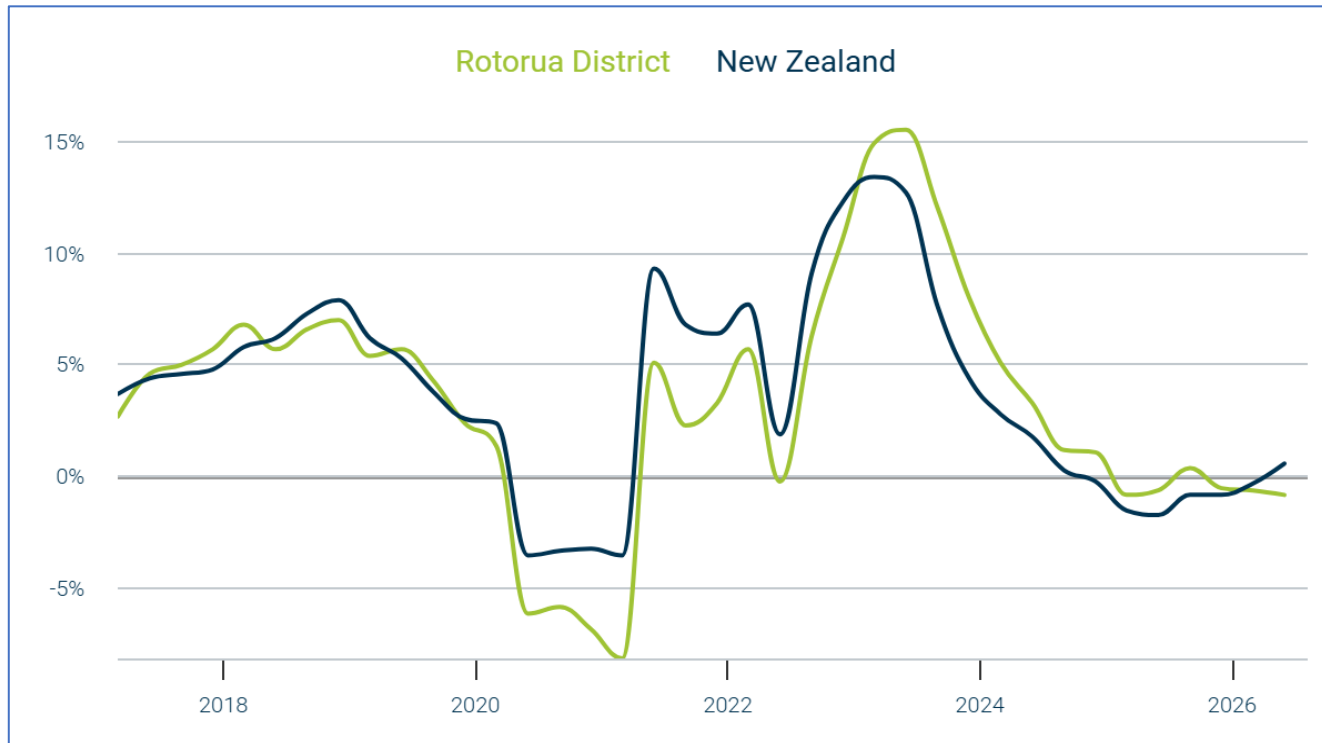
Budget surplus 150k

- Zone 2 now cheaper for first 3 hours (absorb transaction fees)
- Zone1 – free 1-hour preserved through smaller footprint
- Equitable choices for workers – permits or free areas

July 25 – June 26

- Parking revenue YE 2026 **decreased by 0.7%**
- Transactions **decreased by 9.2%**

Consumer spending: Annual Average % change



Marketview card spend data
0.8% pa fall in annual retail spending

Infometrics estimates spending:
volumes **fell 1.6%** given higher prices
for goods and services

Between **5% and 12% increase for
goods and services** causing change
in consumer consumption

Experian report:
Business closures in CBDs
Auckland - **10.7%**
Wellington - **12.7%**

Since go-live 1 July

June 26 – July 26

June 26 vs July 26
(CBD card transaction analysis)
= **No Change**

'Blow' to retailers as spending stalls (Insider Retail 16 Sept)

- Uniquely strong July, buoyed by Matariki and men's football WC
- Extra trading weekend and flat petrol prices gave shoppers more opportunity to spend.
- August represents a return to something more cautious.

July 26 – Sept 26

New system transaction data
= stable for first 3 months

Zone 1 availability driving
higher vehicle movements

NZ shoppers cut back (RNZ 5 October)

- Core retail spending **down 1.8%** in August 25
- September a year-on-year **fall of 1.3%**
- Three tough knocks – petrol, interest rates and weather.
- Core retail spending BOP **down by 2.2%** on year earlier.

Local economic impact vs national changes?

- No evident card spending change for CBD between June and July (Infometrics).
- Parking transactions remain consistent/increase slightly (June-September).
- National retail spend decline continues. August vs July declined 0.9% (Stats NZ):
 - **\$45.9 million lost** across durables, consumables and apparel
 - Fuel spend **increased \$6.4 million**
- CBD business spending impact consistent with other similar centres in NZ.

Preliminary survey results

1246 survey responses on Participate

Survey data informs six-month review:

- In-depth analysis required.
- Visibility of pain points.
- Investigate opportunities for refinements.
- Evidenced-based approach to conversations at six-month review.
- Recommendations for public education





Signage

★ 2.48

1011
responses

★ ★ ★ 541

★ ★ ★ ★ ★ ★ ★ ★ 470



Permits

★ 3.27

173
responses

★ ★ ★ 50

★ ★ ★ ★ ★ ★ ★ ★ 123



Virtual Meters

★ 2.48

177
responses

★ ★ ★ 92

★ ★ ★ ★ ★ ★ ★ ★ 85



Meters

★ 2.95

546
responses

★ ★ ★ 208

★ ★ ★ ★ ★ ★ ★ ★ 338



PayStay app

★ 2.91

469
responses

★ ★ ★ 200

★ ★ ★ ★ ★ ★ ★ ★ 269

Preliminary survey results - actions

Topic	Preliminary response
One hour registration (information)	• Investigate signage, colours, pavement markings, back of signs • More signage/communication • Re-check on potential controls for medical & convenience e.g. P60 or P15
Enhancements	• Trialling dedicated reserved parking next to Corporate Parking on Level 1
Pricing	• Too early to consider changes (need 6-12 months data) - options for LTP

Early Learnings

What's Working Well

- Strong uptake of payment options
- Technology systems operating reliably
- Positive uptake of permits, no waitlists
- Enforcement team functioning effectively
- New connections between scan cars and wardens
- Adaption to change as expected

Areas Being Refined

- Continuing customer education
- Wayfinding and signage (zones)
- Specific location-based parking needs
- Request parking app enhancements
- Council own data reporting abilities
- Info night with retailers/Business Chamber

Questions?

