Initiative 4.9 – Investigate pilot opportunities to introduce a network of park and ride stations in Ballarat

Parking is a significant issue in Ballarat. People like to drive, and expect a parking space immediately outside their destination. Even in 2015, this is usually possible. However, areas such as the Health and Hospitals Precinct in Mair Street are starting to show this is not possible in high-demand areas during peak periods.

Park-and-ride opportunities could help alleviate some of the parking issues in key destinations. Towards 2040, Ballarat will be increasingly serviced by a network of park-and-ride stations, ensuring affordable and convenient parking continues to be available for those who need to drive. This has significant potential to be introduced in the following locations:

- Around sporting and major event facilities , where large areas of parking across the city are underutilised during peak parking demand times (during daytime hours during the working week)
- Servicing the health and hospitals precinct, CBD and key tourist sites.

This type of approach is common-place in Europe and similar services operate in other regional cities.

Although multi-storey parking is an aspiration for the CBD area, at up to $25,000 per car space, they are very expensive options to construct. For many areas outside of the CBD, this kind of expenditure will be difficult to justify, even beyond the next 25 years. Opportunities for park-and-ride provide a more economical option for all involved, as parking rates can be minimised in park-and-ride locations.

Council will also continue to work with Public Transport Victoria to investigate opportunities for regional park-and-ride facilities outside the city, to reduce the current strain and future challenges of park and ride commuter parking at Ballarat and Wendouree Rail Stations. Feeder bus services will need to be responsible for a significant increase in trips to these stations, than the current car based access.

Figure 17 **Potential Park and Ride Stations**