



City of
Melville

ENGAGEMENT REPORT



DEEP WATER POINT PARKING MANAGEMENT PLAN

20 July to 10 August 2020

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Executive Summary

This report contains the outcomes of community engagement in preparation for an updated Parking Management Plan for Deep Water Point Reserve. People were able to complete an online survey and place pins with commentary on an interactive map showing where they would like to park on the site and for the reason they were visiting the area.

The survey was analysed using statistical methods for closed questions and qualitative methods for responses to open questions in the survey and commentary on the interactive map.

Major Findings

- Most people going to Deep Water Point are visiting the Dome Café
- Visiting to use the boating facilities was second to last (“other” and commuting) on the list
- 90% of the survey respondents travelled to Deep Water Point by car (with / without trailer)
- More than 75% of the respondents agreed that disabled users and seniors should be given priority to park close to reserve facilities,
- 51% ranked disabled users as the group that should be given top priority.
- More than half of the respondents agreed that parents with prams should also be given priority
- Three major themes arising from analysis of the qualitative data were:
 - Parking should be free (or at least free for a pre-determined time dependent upon activity)
 - Finding a parking bay is difficult and in some instances, so much so that people give up and go elsewhere.
 - There should be more parking available, perhaps through construction near the toilet block.

The next step in this consultation will occur once a draft Parking Management Plan have been prepared by the consultants for review and further commentary by the public. Final decisions as to the determination of parking arrangements for Deep Water Point will be made by Council.

Background

Recent and significant upgrades to Deep Water Point, including a new jetty, boat ramp, café, play equipment and picnic area have led to an increase in visitors and a subsequent increase in demand for parking at the riverside location.

With a view to maximising the use of available parking bays onsite, the City appointed a contractor – Cardno – to conduct comprehensive research to inform a long-term Parking Management Plan for the area.

Cardno has conducted two parking occupancy survey, each during peak and off-peak periods, focussing on the Deep Water Point and Esplanade carparks and surrounding streets.

This engagement focused on current users of the Deep Water Point site and sought to understand why they were going there and what parking issues they were facing when visiting the site..

Purpose of engagement

The purpose of this engagement is to develop a draft parking management plan with the active participation of the people most likely to use the site in ways that are open, transparent and with outcomes that can be clearly linked to the engagement process.

Engagement Objectives and Response

Inform

To **inform** current users of the space the opportunity to participate in an engagement process leading to the development of a draft Parking Management Plan based on their inputs via direct emails and letters to properties within the study area, direct emails to a random sample of City of Melville residents and ratepayers, through advertisements in both social and print media, and the City's various e-news channels.

Engagement promotional cards were distributed at Deep Water Point on Saturday, 25 July and Sunday 26 July 2020 to visitors in the area and signage was installed onsite informing the community of the opportunity to participate in the engagement.

Please see Appendix I for materials used to inform stakeholders about the engagement.

Involve

To **involve** current users of the space in identifying how they currently use it for parking and to identify their preferred options, understanding that Council will have final approval of the Parking Management Plan.

Response

In total 659 people responded to the online survey and there were 88 pins with comments on the interactive map. The majority of respondents were reached through digital means: 44.5% via social media posts and 35.6% via Melville Talks.



1 Note that respondents may have been reached through multiple methods.

2 City of Melville's estimated resident population in 2019 = 102,307. Data from ABS, obtained through id.Profile)



Boat Launching



Dome Cafe



Playground



Dog Walking



Commuting



Exercise



Social Gathering



Other

88 pins with commentary received on the interactive map.

Please see Appendix II for detailed commentary on each pin placed on the interactive map.

Quantitative Data Analysis

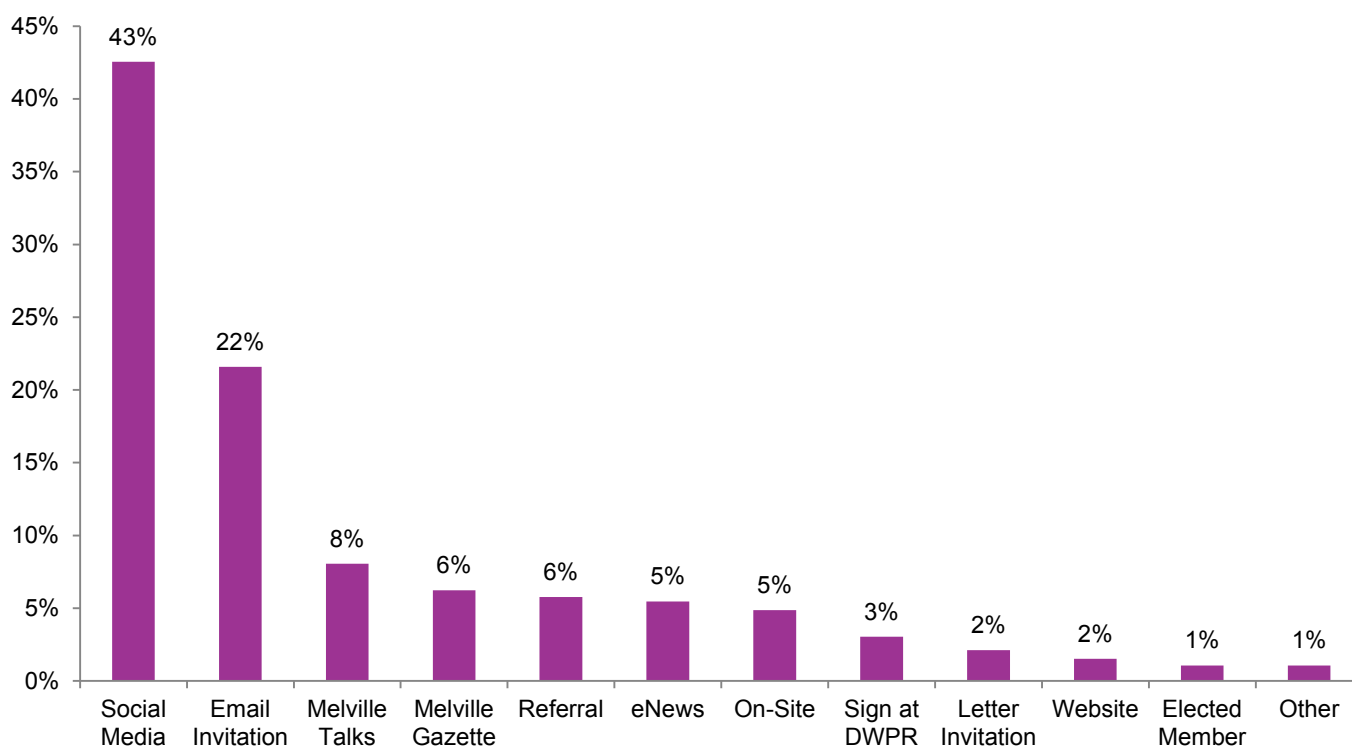
Survey

On the Melville Talks engagement page, respondents were asked to respond to a survey about how they currently use Deep Water Point Reserve and to identify any issues that should be considered about parking in the area.

The quantitative results of the online survey conducted are listed below.

Sample size

658 people responded to the survey. 78% of the respondents have been reached digitally through one or more of the following methods¹: social media post, direct email invitation, engagement on Melville Talks, eNews and website.



Based on an estimated population of 102,307 in the City², the sample size collected has provided a strong level of statistical validity, achieving a sampling error of $\pm 5\%$ at the 99% confidence interval. In other words, there is a 99% probability that the population mean will be within $\pm 5\%$ difference from the sample mean.

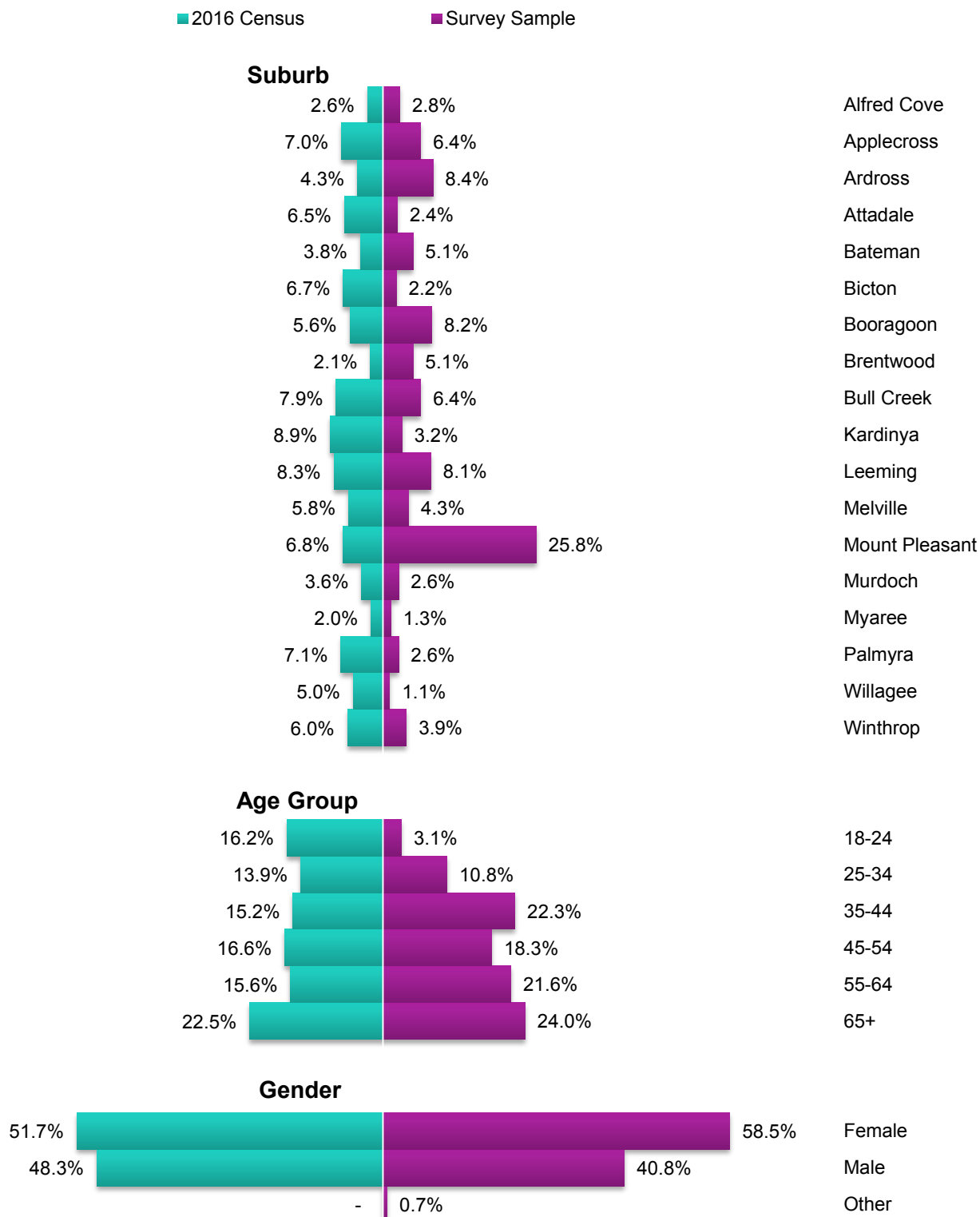
The following section compares the survey sample demographics to the population demographics.

Population vs Sample

Overall, there were more respondents from Mount Pleasant, where Deep Water Point Reserve is located.

The younger population (<25 years old) was less represented in the sample collected.

The graph below compares the demographic composition of participants of the survey (n=658) to that of our community, as measured against demographic data in the most recent Australian Bureau of Statistics (ABS) Census.



The table below provides demographic information about survey participants' household categories. The demographic information was used to see if there was a statistically different result in the responses to survey questions for any particular demographic group.

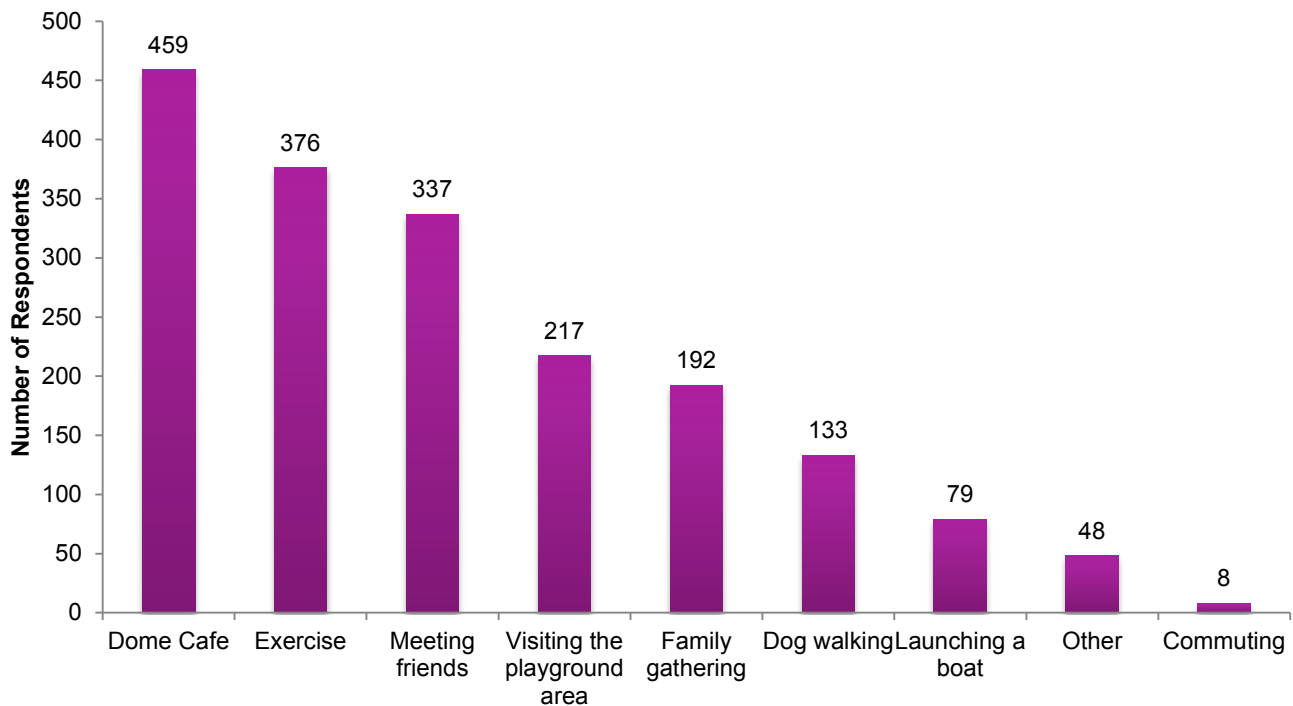
	NUMBER OF PARTICIPANTS	PERCENTAGE OF PARTICIPANTS
SURVEY QUESTION: Tell us about your household.		
Single	66	11%
Couple	184	32%
Household with Children Up to Pre-School Age	71	12%
Household with Primary School Age Children	90	15%
Household with High School Age Children	63	11%
Multi-Generational Household (Adult Children)	109	19%
No Response	75	

Only 7% of the survey participants are members of one of the following groups:

Group	NUMBER OF PARTICIPANTS
East Fremantle Yacht Club	11
Boating Industry Association of WA	10
Prime Movers	9
Cycling Without Age Australia	6
Y Striders Inc	5
Melville Bicycle Users Group	4
Australian Anglers Association	2
Perth Game Fishing Club	2
Melville Fremantle Cycling Club	1
Over 55 Canoeing Club Inc	1

None of the participants have identified themselves as members of StarSki Water Ski Club, WA Speed Boat Club, WA Trout and Freshwater Angling Association and Western Australian Water Ski Association.

Purpose of Visit



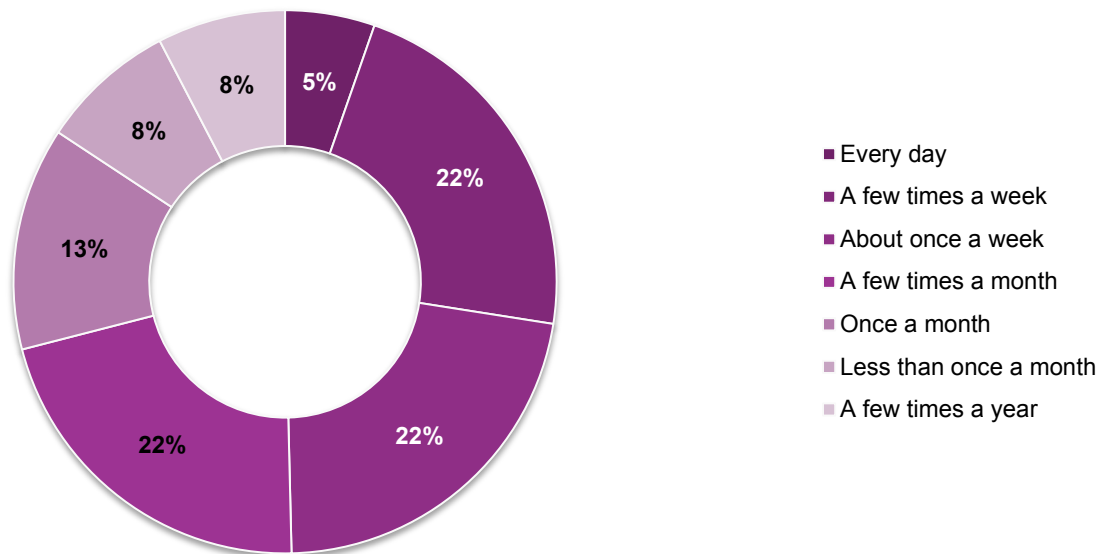
Overall, majority of the respondents (70%) travel to Deep Water Point Reserve to visit Dome Café³. More than half of the respondents have also indicated that they exercise or meet their friends at the reserve.

75% of the respondents from household with young children (up to pre-school / primary school age) and 60% of the respondents between 25-44 years old visit the reserve for the playground area.

Only 1% of the respondents travel to Deep Water Point Reserve to commute and all of them visit the reserve for at least one other purpose.

³Includes a number of Dome Café's employees (n<10).

Frequency of Visit



Majority of the respondents (71%) visit Deep Water Point Reserve at least a few times a month, half of them visit at least once a week.

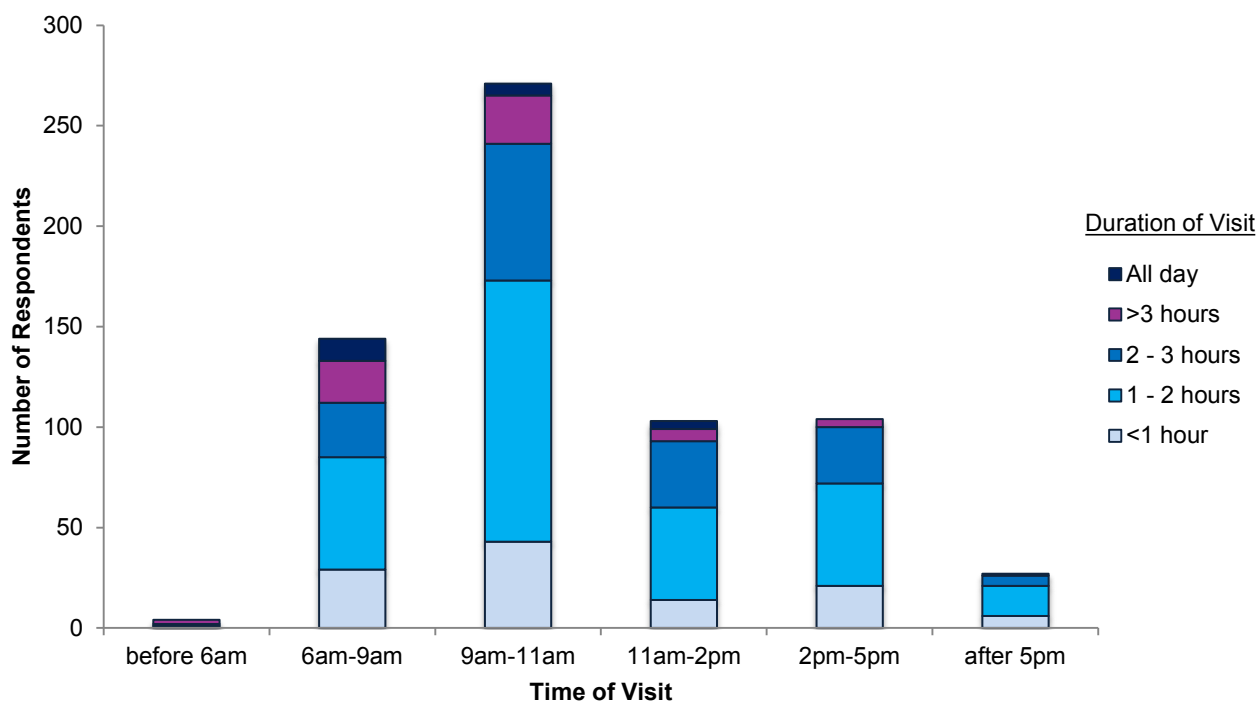
Respondents from some of the demographic groups or groups doing certain activities at the reserve visit more regularly than others:

- (i) 61% of the young respondents (between 18-24 years old) visit the reserve at least a few times a week.
- (ii) 43% of the respondents walk their dogs at the reserve at least a few times a week.

Mount Pleasant (where the reserve is located) and Brentwood (neighbouring suburb) visit more regularly than others. Willagee respondents visit Deep Water Point Reserve least frequently, followed by Myaree, Palmyra and Alfred Cove respondents.

Suburbs	% of Respondents Visiting the Reserve		
	At least a few times a month	At least once a week	At least a few times a week
Overall	71%	50%	27%
Mount Pleasant	90%	75%	53%
Brentwood	93%	74%	33%
Alfred Cove	33%	0%	0%
Myaree	14%	0%	0%
Palmyra	21%	0%	0%
Willagee	0%	0%	0%

Time and Duration of Visit



9am-11am is the most popular time of visit for most demographic groups.

64% of the respondents visit the reserve in the morning (before 11am):

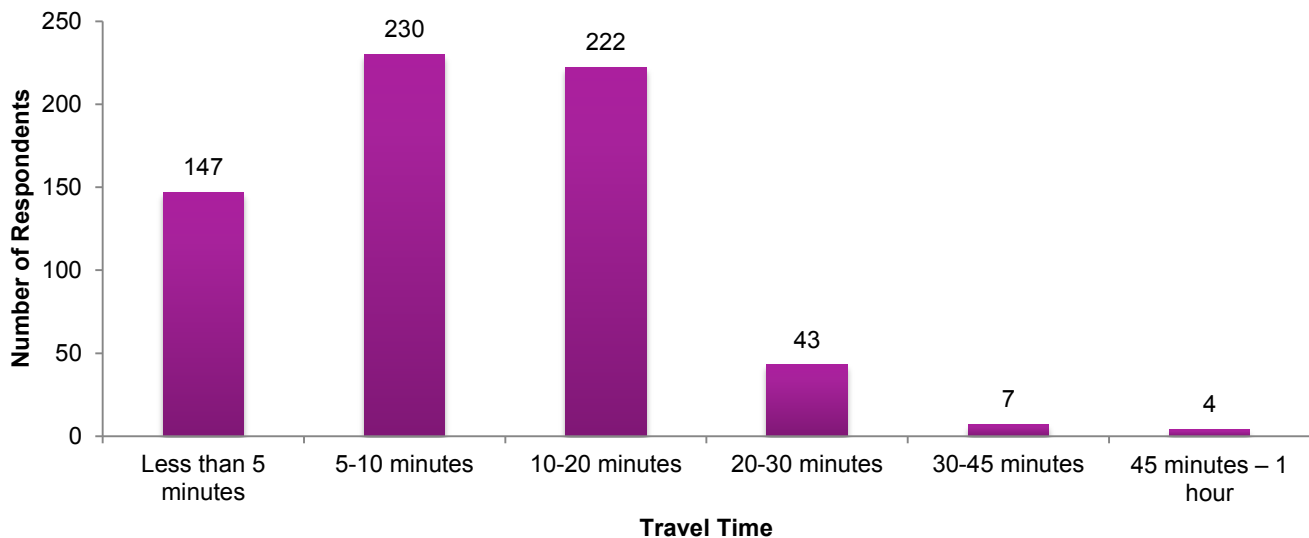
- (i) 75% of the respondents below 35 years old prefer to visit in the morning.
- (ii) 77% of the respondents with pre-school age children visit the reserve in the morning.
- (iii) 82% of the respondents launching a boat at the reserve visit before 11am.
- (iv) Respondents from Applecross, Attadale, Bicton, Myaree and Winthrop are more likely to visit in the morning ($\geq 75\%$ visit the reserve before 11am), while more than half of the respondents from Booragoon visit after 11am.

Respondents visiting Deep Water Point Reserve before 6am were all exercising during their visit.

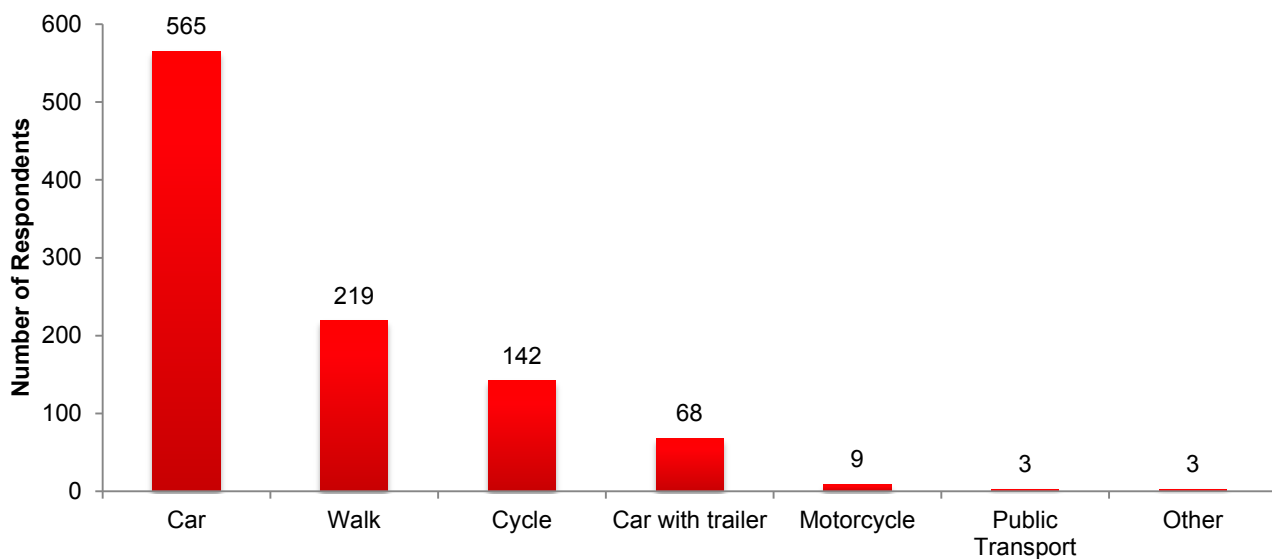
71% of the respondents stay at the reserve for 1-3 hours during their visit. Visitors launching a boat tend to stay longer, 73% stayed more than 2 hours.

Of the respondents who stayed all day at the reserve, 33% are Dome employees and 43% would be launching a boat during their visits.

Travel Distance and Travel Mode



92% of the respondents take less than 20 minutes to travel to Deep Water Point Reserve.



90% of the respondents have indicated that they would travel by car (with / without trailer) to the reserve. Out of those who travel by car⁴:

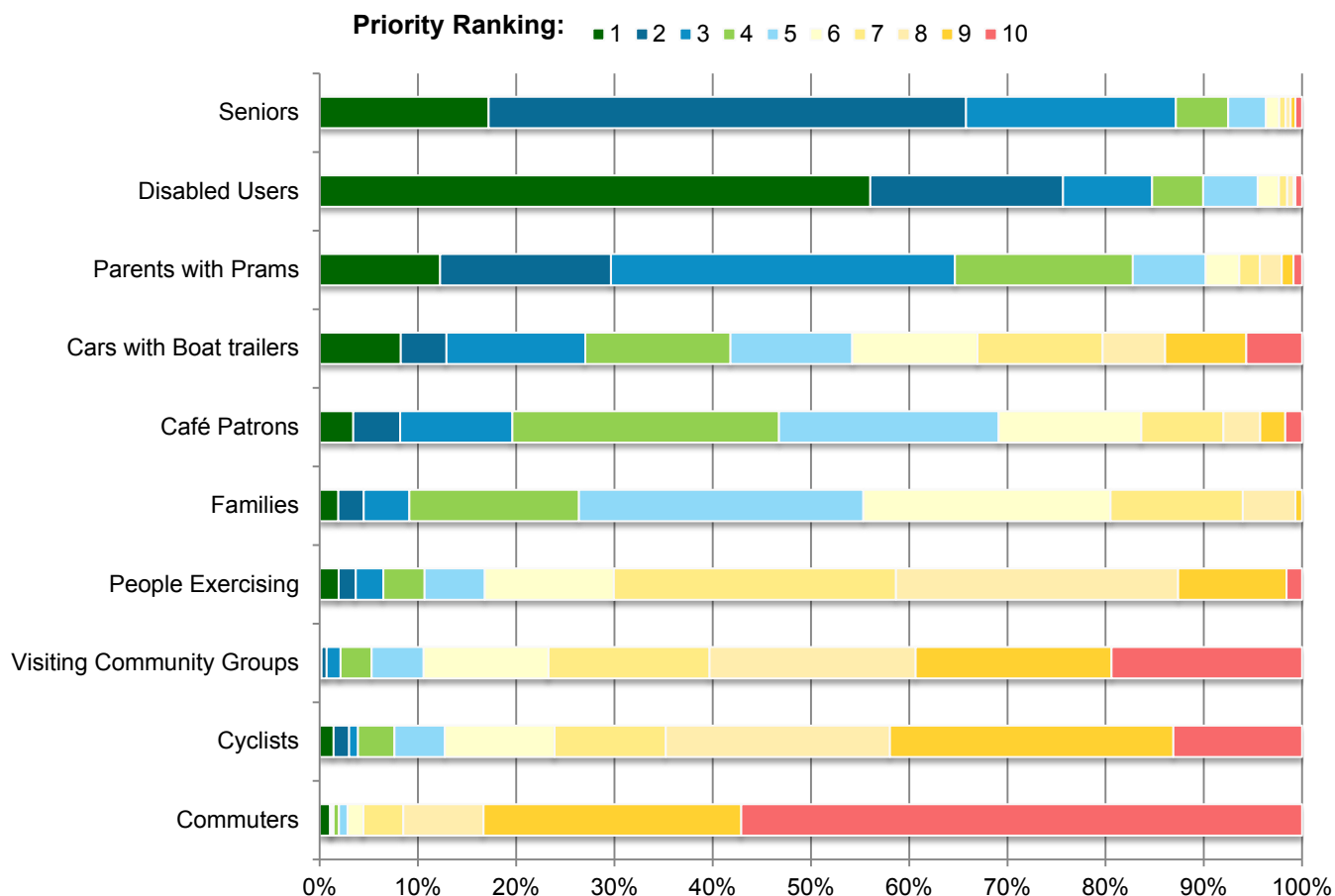
- (i) 64% have indicated that they only travel by car;
- (ii) 36% would also walk or cycle to the reserve.

10% of the respondents only walked or cycled to the reserve, and majority of those are from Mount Pleasant.

None of the respondents travel by gopher or utilise taxi / rideshare.

⁴Respondents can select multiple travel modes.

Parking Priority



More than 75% of the respondents agreed that disabled users and seniors should be given priority to parking close to reserve facilities⁵, 51% have ranked disabled users as the group that should be given top priority. More than half of the respondents agreed that parents with prams should also be given priority⁵.

82% of the respondents have ranked commuters as one of the last four groups that should be able to park close to the reserve facilities.

Note that all of the respondents who were commuting have ranked commuters as one of the last four groups that should park close to the reserve facilities.

None of the respondents from Attadale ranked café patron as one of the top three groups that should be given priority to parking, although 69% of the respondents visit Dome Café when they are at the reserve.

57% of the respondents in Murdoch ranked cars with boat trailers as one of the top three groups that should be able to park close to the reserve facilities, although only one of them visit the reserve to launch his/her boat. Only 29% ranked parents with prams as one of the top three priority groups.

43% of the Winthrop respondents ranked café patrons as one of the top three groups that should be given priority for parking closer to the reserve facilities.

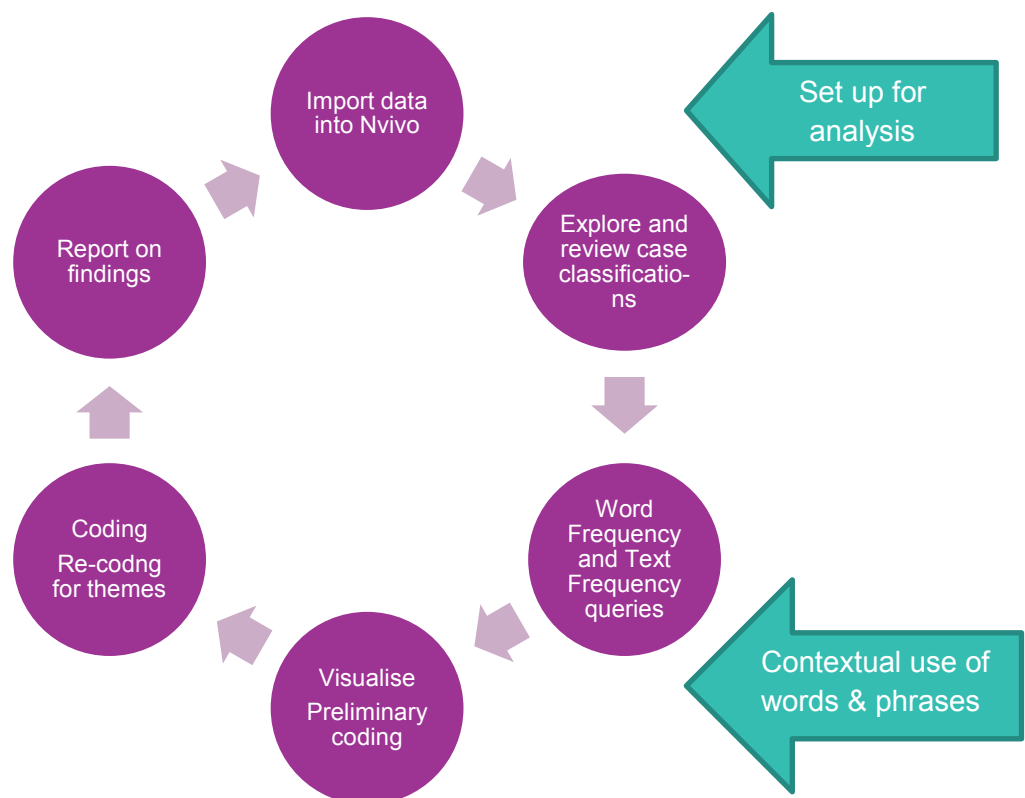
⁵Based on respondents' top 3 priority ranking.

Qualitative Data Analysis

Commentary for analysis from 747 people was captured from both the online survey and the online interactive map and uploaded into Nvivo, software for qualitative data analysis. The outcome of the analytical process was the identification of recurrent themes or ideas about a matter, in this case the experience of parking at Deep Water Point.

Qualitative data analysis is not about word counting to justify results e.g., X people said [word], but to consider what people have said and how they said it. Nuances of language, including the use of idioms, terms or phrases used by diverse cultures or even generations may see the same words being used but with different meanings. Once a theme has been identified, evidence has been supplied by direct and unedited quotations from the data.

The process of qualitative data analysis using Nvivo is described in the diagram below.



Data Upload

Data for upload on this occasion included spreadsheets from the online survey and the interactive maps. Individuals were then classified by demographic or other key information with a view to identifying greater insights into what was being said and by whom about emergent themes.

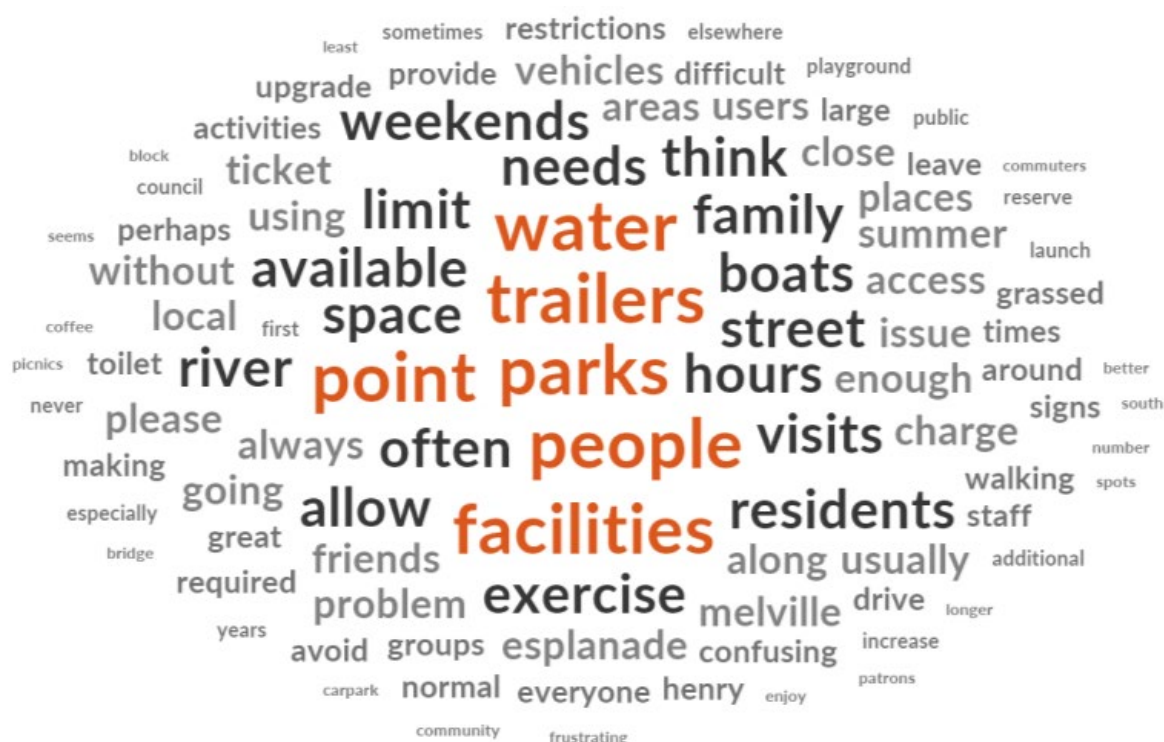
Word Frequency Query (WFQ)

A WFQ was run for all the qualitative data from both spreadsheets based on frequencies or the number of occasions a word recurs. The output of the query included a word list and a number of visual interpretations of the data suggestive of where to begin analysis and search for meaning. On this occasion settings for the WFQ were to identify the top 100 words in order of their appearance, numbering 5 characters or more

The word list below shows the order of the 'top 10' words as they occurred based on the count column. Where a count was duplicated, numbering of word order was adjusted accordingly. E.g., Number 8 in the word order included both often and space.

Word order	Word	Length	Count	Weighted Percentage (%)	Similar Words
1	parks	5	557	6.59	parked, parking, parks
2	trailers	8	137	1.62	trailer, trailer', trailers
3	people	6	91	1.08	People
4	point	5	57	0.67	Point
5	water	5	54	0.64	Water
6	facilities	10	50	0.59	facilities, facility
7	hours	5	43	0.51	Hours
8	often	5	42	0.50	Often
	space	5	42	0.50	space, spaces
9	street	6	40	0.47	street, streets
10	available	9	38	0.45	availability, available
	boats	5	38	0.45	'boat, boating, boats

The word cloud below shows that most recurrent words are of a larger size and different font colour to those surrounding it.



An alternative interpretation of the data is shown in the word map.

WFQ All comments

parks	trailers	water	street	needs	river	along	areas	places	without	around	great	groups	times	walking			
					think	friends	problem	usually	confusin	required	grassed	especially	launch	public			
		facilities	available	residents													
					weekends	access	esplanad	please	difficult	council	someti	elsewh	first	never	better		
			boats	limit						increase	coffee	enjoy	frustrat	longer	number		
	people	hours			always	charge	going			close	perhaps						
											addition	commu	picnics	block	least	patrons	
		often	visits	allow							provide						
					enough	summer	local				reserve	bridge	seems	activit	leave	makin	norma
								users	toilet								
	point	space	family	exercise	issue	using	melville				years	carpark	south	every	restrict	staff	upgra
								vehicles	drive								
										playgrou	commu	spots	large	signs	avoid	henry	

The next phase involved the identification of the context within which the most commonly used words occurred. Text Search Queries (TSQs) provided a list of references and also Word Tree visualizations.

With respect to “park” or parking” the Word Tree Visualization contained many references intersecting with the word so additional TSQs were completed for further clarification, leading to the identification of the following themes:.

- Parking should be free
- Finding a parking bay is difficult
- There should be more parking available

Theme: Free Parking

The desire for free parking was strongly articulated with some feeling that parking should be free for ratepayers of the City, and the belief that vehicles with boat trailers could still be charged for the ongoing maintenance and repair of the launching facility.

“ *Parking at Deep Water Point should be free. The water area should be free to everyone in Western Australia except people who launch boats they should pay for parking*
Male, Bateman, 65+

“ *Community should NEVER be required to pay for parking any ANY time - except for boat trailer spaces...*
Male, Ardross, 55 – 64

Another way of preserving 'free' parking suggested by the TSQ and supported in the community feedback was the use of free, time limited parking for specified activities would be allowed with payment being required after a certain time period. Their thinking was that parking turnover would be quicker and fairer for visitors to the location.

“

Don't charge, perhaps limit hours to 3 so everyone gets to share...

Female, Ardross, 55 – 64

“

...put a time limit on the bays, day 2 hr, to keep people moving and allow others the opportunity to come enjoy the space too. It'll also remove the option for apparent commuters to park there all day.

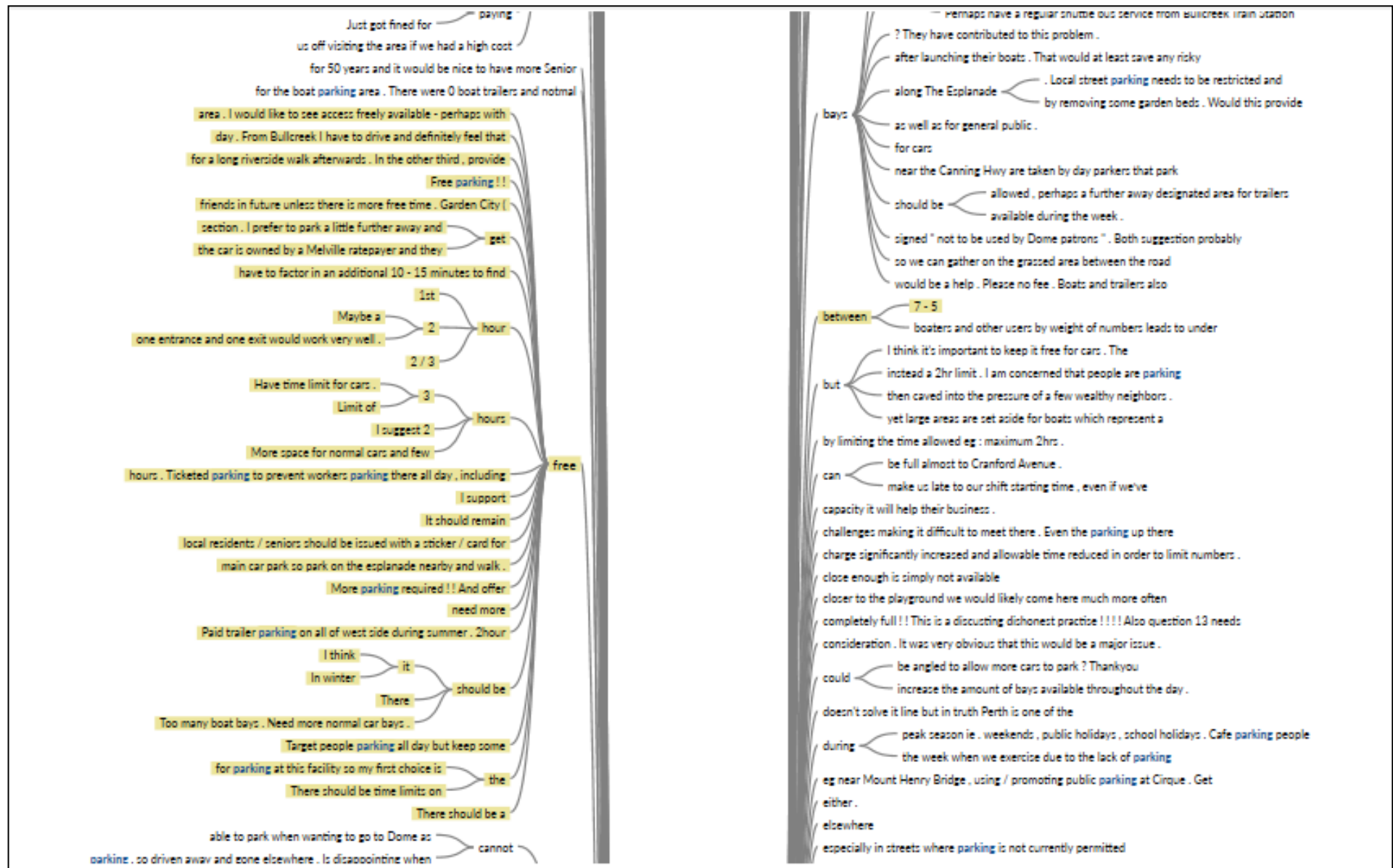
Female, Alfred Cove, 35 – 44

“

a 4 hour limit. That would discourage commuters, but allow most other groups a reasonable amount of time to enjoy Deep Water Point and its facilities.

Female, Palmyra, 55 – 64

TSQ Free Parking Word Tree



Theme: Finding a parking bay is difficult

That parking at Deep Water Point is difficult was commonly acknowledged by respondents to the survey, that it had become worse since the Dome Café was built was also noted. Ironically, most visitors to Deep Water Point want to go to the café. The reason least likely for visiting is to launch a boat or other watercraft.

“

Parking really only became an issue following the expanded Cafe. More people visiting than before, probably not more boating people.

Male, Bateman, 65+

Nevertheless, people wanting to use the launching facilities are also experiencing difficulties.

“

We also park here to launch our boat, on the upgraded jetty but the boat trailer parking is often full of patrons to Dome. There isn't an alternative spot for trailers. When parking is full, we can't use the jetty...

Female, Brentwood

“

Currently, the parking availability is inadequate. It's extremely frustrating to find that often, the boat trailer parking is full with cars without trailers, who are equally frustrated at not having enough parking

Female, Brentwood, 45 – 54

Regardless of the popularity of the Dome, the parking situation and confusion about parking rules have deterred people from going to the local beauty spot.

“

It is so terrible. I only go a few times a year and always struggle to find a park. A couple of times I have been so frustrated I just leave and don't attend.

Female, Leeming, 35 – 44

“

The parking signs are so confusing, I've read posts about others on community chats feeling the same way. Not enough parking obviously and it turns us off going as its always such a hassle.

Female, Applecross, 35 – 44

“

The parking is so bad I often choose not to go to Deep Water Point in favour of places easier to get parking.

Female, Kardinya, 25 – 34

The impact of a lack of parking on surrounding streets was also acknowledged.

“

We are frustrated with people parking across our driveway on the weekends during Summer holidays, including with boat trailers. There should be a lot more parking available at Deep Water Point so that people aren't forced to clog up neighbouring streets like Bateman Road.

Female, Mount Pleasant, 35 – 44

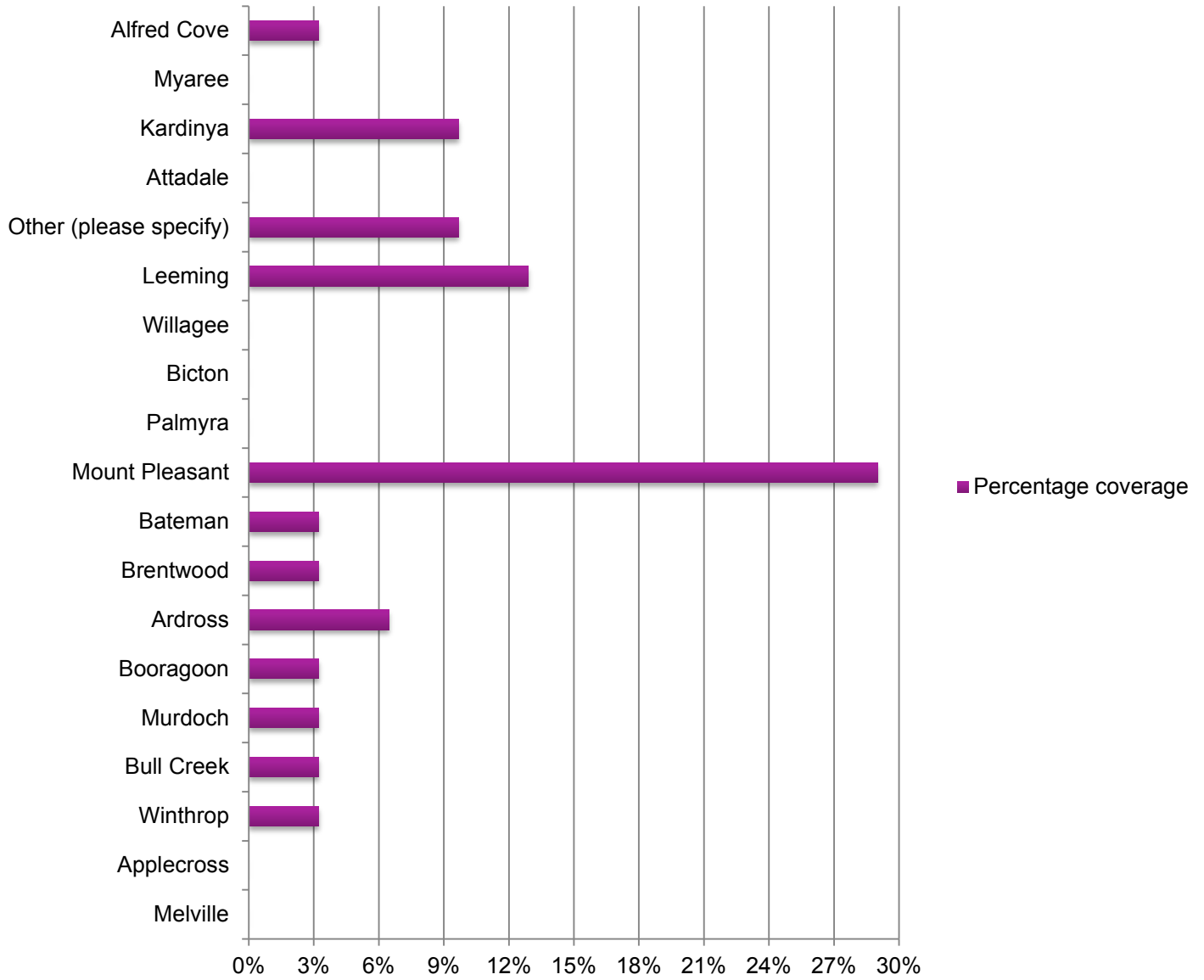
“

I live on Bateman rd. People park boat trailers outside my house all day, every weekend in summer. The no standing signs on the rd have worn away. I would rather it was residents parking only.

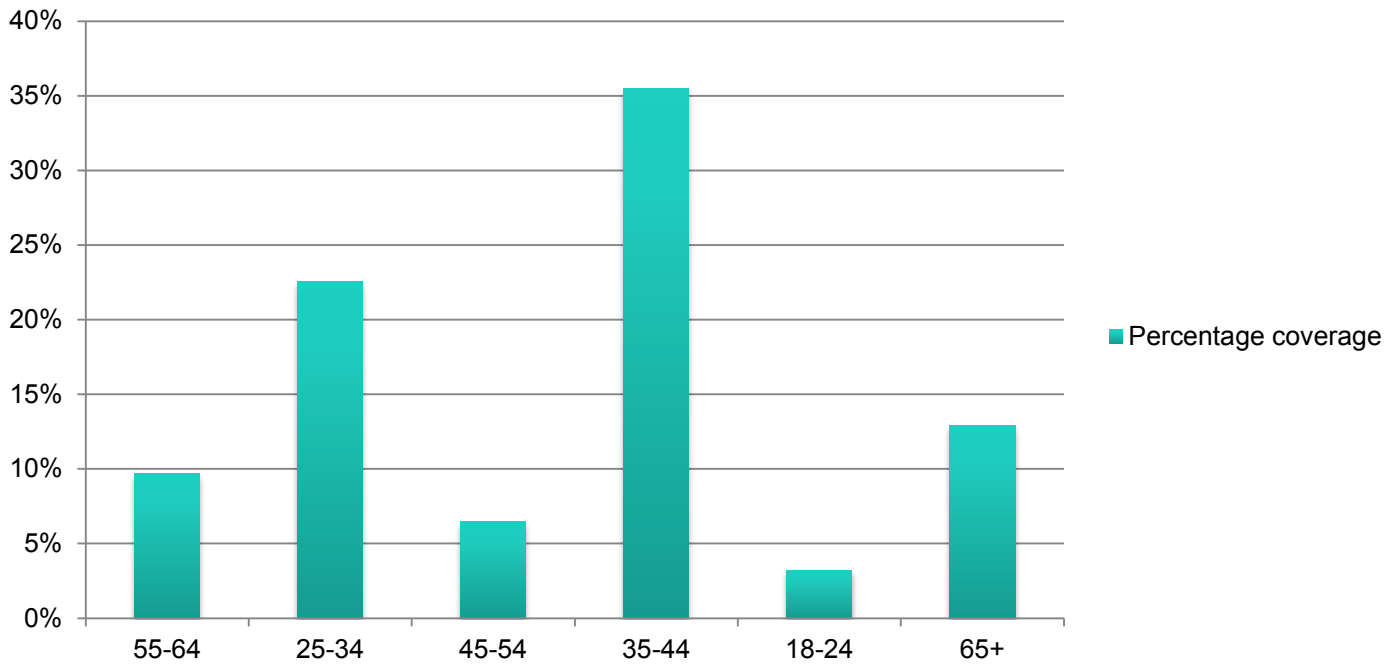
Female, Mount Pleasant, 45 – 54

Coding and charting of negative experiences with parking at Deep Water Point identifies that most commentary was supplied by residents of Mount Pleasant, people aged between 35 and 40 and households with children up to pre-school age.

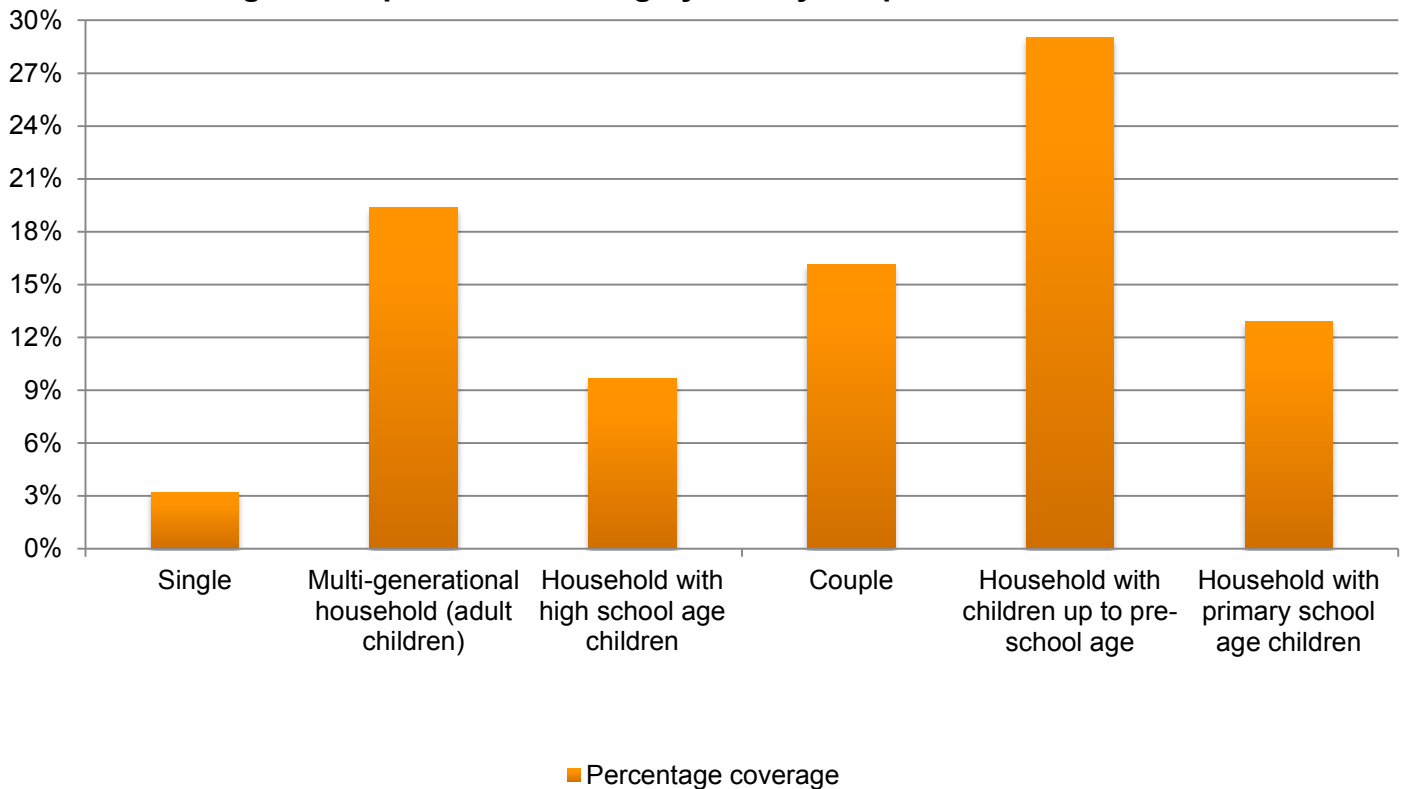
Negative Experience - Coding by Survey Respondent: Suburb



Negative Experience - Coding by Survey Respondent: Age Range



Negative Experience - Coding by Survey Respondent: Household



Theme: More parking should be made available

That more parking should be provided was a common requirement. Suggestions included consideration of the area near the toilet block.

“

Parking should be expanded to the west for additional rows next to and behind the toilets.

Female, Mount Pleasant, 65+

“

What would be wrong with creating more parking around the toilet block? Its only used a bit by exercise groups last time i looked. Ps the toilets could do with a better look also.

Male, Bateman, 35 – 40

“

Put more parking around the toilets...no-one uses those grasses areas for sitting toward road side of carpark.

Female, Leeming, 35 – 44

“

The lawn area next to the toilet block is never used. Some of this should be developed for additional parking.

Female, Murdoch, 65+

“

I would suggest more bays around the grass area next to the public toilets This area is unused.

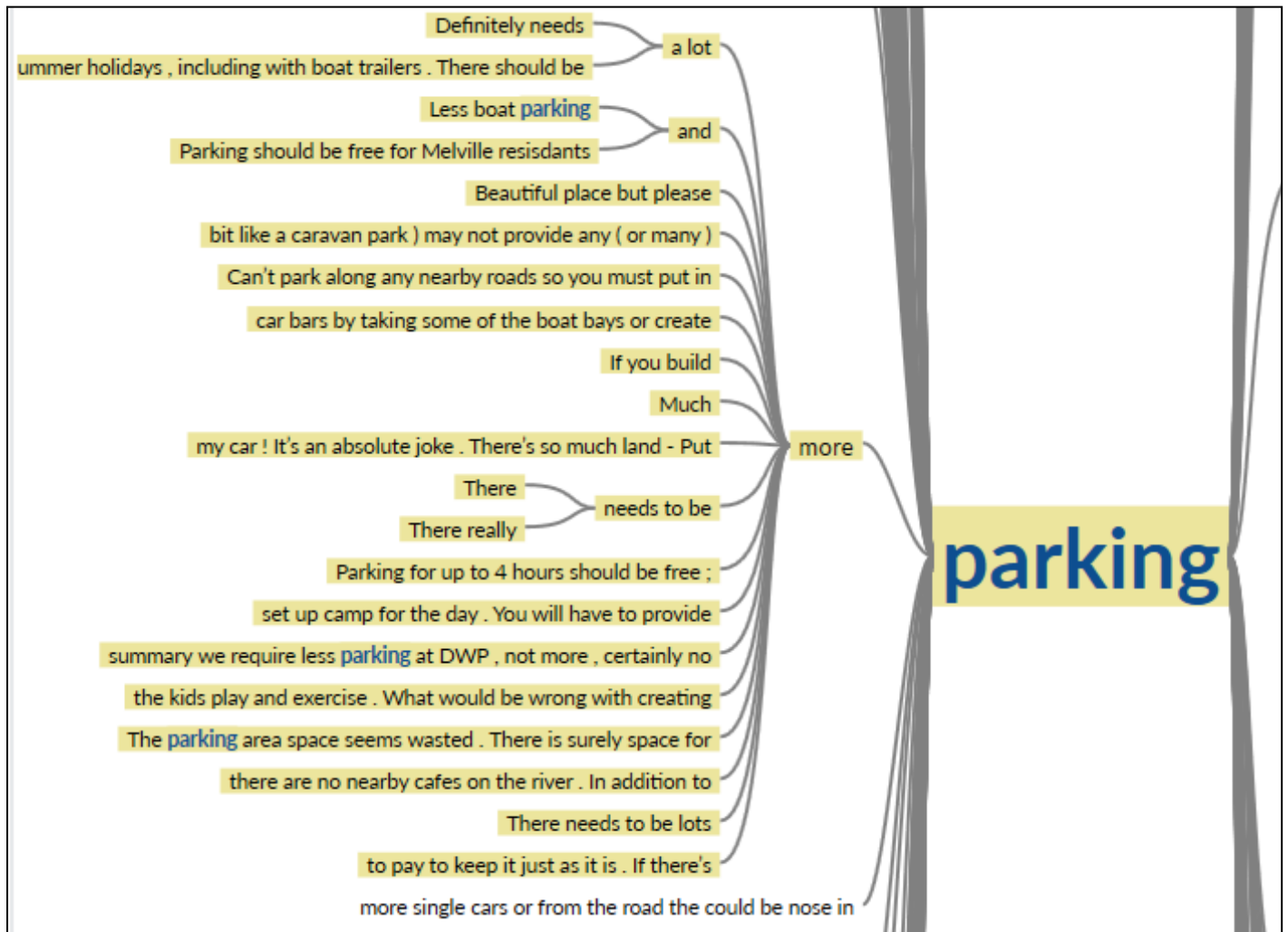
Female, Leeming, 45 – 54

“

Perhaps more space could be made available by digging into the hill where the toilets are and placing a retaining wall so that more spaces could be created.

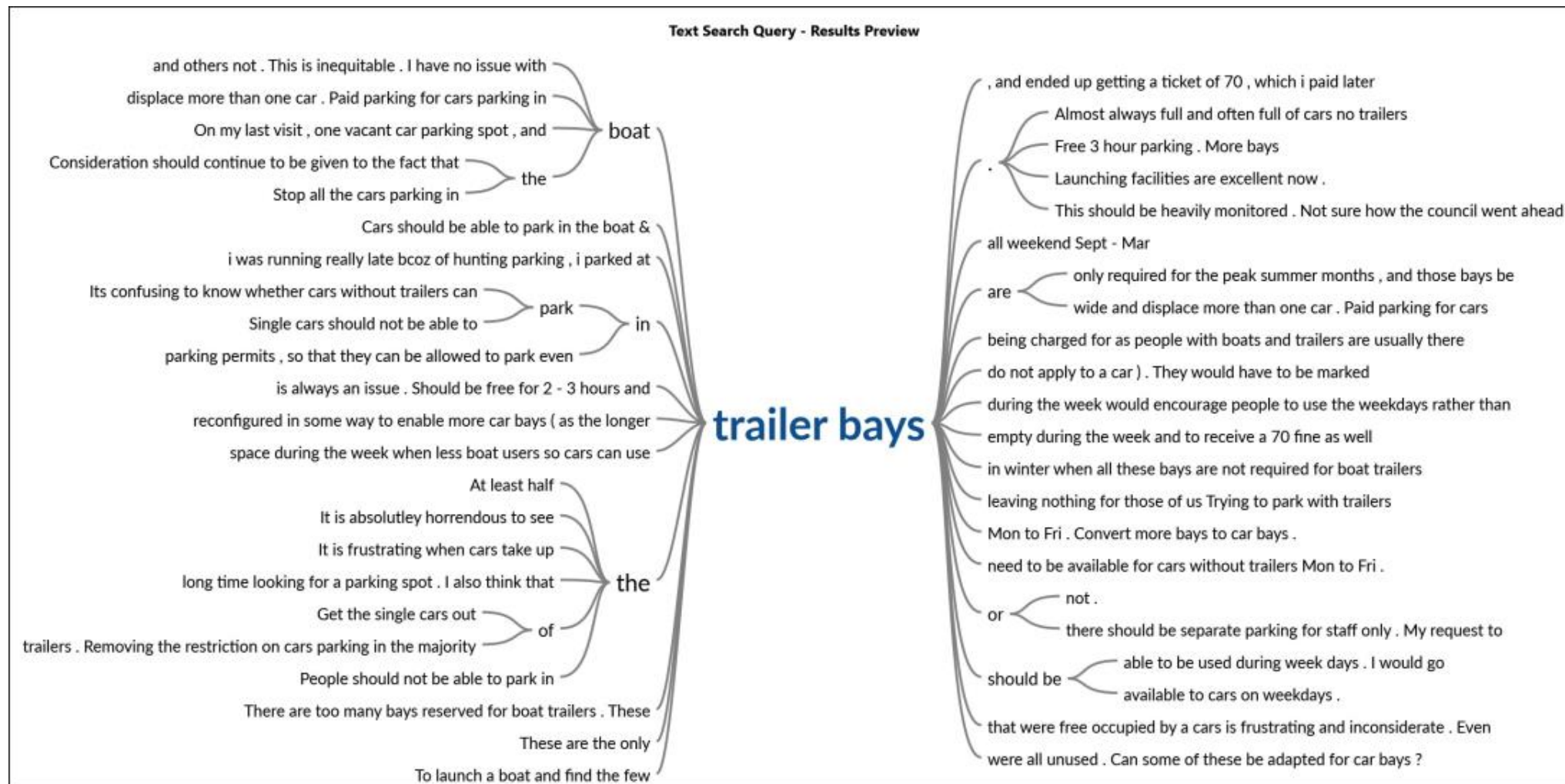
Female, Ardross, 35 -44

TSQ More Parking Word Tree



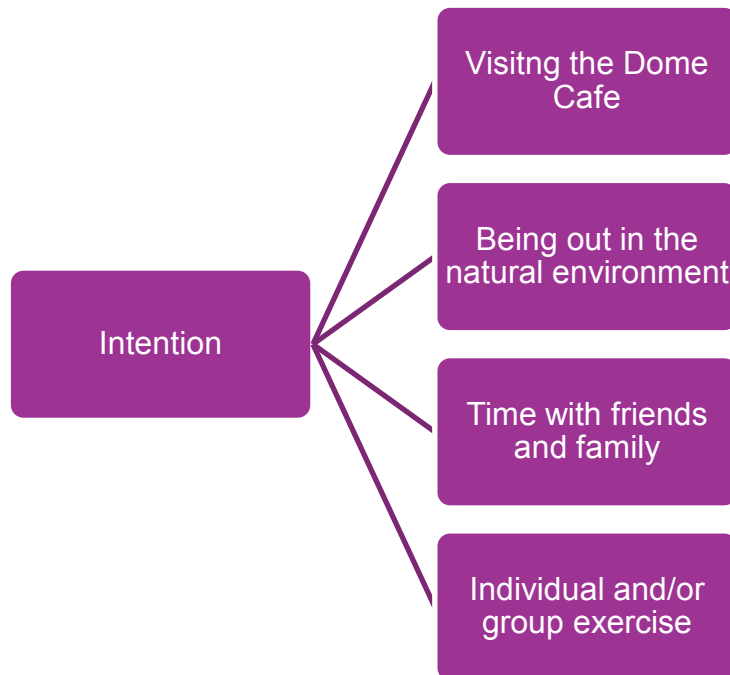
Other suggestions involved freeing up boat trailer bays, particularly in the off-season. Although it is technically possible for this to occur already, confusion regarding what was permissible and what was not were still a deterrent to their use.

TSQ Trailer Bays Word Tree



Overall conclusions from qualitative feedback

People responding to the survey and the interactive map identified their primary interest in going to the site lies in the social benefits they gain from visiting – their intentions, in other words.



Being unable to fulfil these intentions as result of inadequate parking leads to opportunities being lost for:

- social connectedness, belonging and support
- exercise
- contemplation and relaxation

As noted from the feedback, losses of this nature have led to expressions of disappointment at the lowest level and frustration and anger at the highest, with conflicts occurring between visitors and blame be attributed to the City, Dome and 'selfish' people. Nevertheless, paid parking is not a preferred solution for most people and for some this would appear to be a matter of principle.

Preferences for resolution included:

- timed parking with anything between one and four hours free before charges could be applied;
- use of boat trailer parking for car parking during the 'off-season:'
- building more parking bays

It may be that having had their say and been heard by one another through the engagement process, that people visiting Deep Water Point will be able to support solutions which maintain access for everyone, once they have been identified.

Appendix I – Engagement Materials

Email sent to Random Sample and Residents within the Study Area

[View this email in your browser](#)



We are seeking your feedback on parking at Deep Water Point to inform a Parking Management Plan for the area.

Recent and significant upgrades to Deep Water Point, including a new jetty, boat ramp, café, play equipment and picnic area have led to an increase in visitors and a subsequent increase in demand for parking at the riverside location.

We would like to find out how you are currently access the Deep Water Point area and the issues you are facing at present. Your feedback will help inform strategies in the Deep Water Point Parking Management Plan which will focus on achieving optimal use of the already available parking in the area.

[Click here](#) to get involved by participating in an online survey and interactive map, telling us where you would normally park when you visit Deep Water Point by car.

Opportunities to leave your feedback will close at **4.00pm on Monday, 10 August 2020.**

[Get Involved](#)

Map of Study Area



Draft Letter Sent to Properties within the Study Area

Enquiries: Customer Service – 9364 0666

«Owner»

«MAILING_ADDRESS1»

«MAILING_ADDRESS2»

Dear «Salutation»

Deep Water Point Parking Management Plan

We are seeking your feedback on car parking at Deep Water Point Reserve to inform a Parking Management Plan for the area.

Recent and significant upgrades to Deep Water Point, including a new jetty, boat ramp, café, play equipment and picnic area have led to an increase in visitors and a subsequent increase in demand for parking at the riverside location.

We would like to find out how you currently use the Deep Water Point area and, if you drive there, where you park. Your feedback will help us develop a parking management plan which makes the best use of the parking already available in the area.

Head to www.melvillecity.com.au/ParkingDWP to get involved.

If you require assistance to complete the online survey, please contact Customer Service on 9364 0666.

Opportunities to leave your feedback will close at **4.00pm on Monday, 10 August 2020.**

Yours sincerely

Mick McCarthy
Director Technical Services

Active Engagements



Deep Water Point Parking Management Plan

We are seeking your feedback on parking at Deep Water Point to inform a Parking Management Plan for the area.

Recent and significant upgrades to Deep Water Point, including a new jetty, boat ramp, café, play equipment and picnic area have led to an increase in visitors and a subsequent increase in demand for parking at the riverside location.

You are invited to give your feedback on parking at Deep Water Point using the survey and interactive map on Melville Talks.

[Find out more »](#)

Melville Talks Engagement Page

A screenshot of the City of Melville website. The header includes the City of Melville logo, navigation links for 'Our City', 'Things To Do', 'Our Community', 'Waste and Environment', and 'Building and Planning', and a search bar. The main content area features the title 'Deep Water Point Parking Management Plan' and a sub-header 'Home | Our City | Connect With Us | Melville Talks | Engagements | Deep Water Point Parking Management Plan'. A large image of the waterfront is shown on the left, and a 'Follow Engagement' button is on the right. A small cartoon character is visible in the top right corner of the page content.



[Skip to Content](#)

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[Things To Do](#) ▾

[Our Community](#) ▾

[Waste and Environment](#) ▾

[Building and Planning](#) ▾

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Deep Water Point Parking Management Plan

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Open

We are seeking your feedback on parking at Deep Water Point to inform a Parking Management Plan for the area.

Last Updated: 13 July 2020

[Follow Engagement](#)

About the Engagement

Recent and significant upgrades to Deep Water Point, including a new jetty, boat ramp, café, play equipment and picnic area have led to an increase in visitors and a subsequent increase in demand for parking at the riverside location.

With a view to maximising the use of available parking bays onsite, the City appointed a contractor – Cardno – to conduct comprehensive research to inform a long-term Parking Management Plan for the area. To date they have completed a [parking occupancy survey](#) of the area, focussing on the Deep Water Point and Esplanade car parks and surrounding streets. It found the Deep Water Point car park was at full capacity from approximately 9.30am to 5.00pm during the peak summer season, and the Esplanade off-street car park were also at full capacity from approximately 8.30am to 6.00pm during this peak period. The research also found a high demand for parking on surrounding streets during the summer period.

This engagement is focusing on current users of the Deep Water Point site and seeks to understand how they are currently accessing the Deep Water Point area and the issues they are facing at present.

It's important to remember that parking is a complex problem and generally can't be resolved by installing more car bays. The strategies in the Deep Water Point Parking Management Plan will focus on achieving optimal use of the already available parking in the area through contemporary, best practice parking management approaches.

Get Involved

You are invited to give your feedback on parking at Deep Water Point using the survey and interactive map below. We will also be hosting an information session in September where you can learn more about the feedback received during this engagement.

Step 1:

Please take the survey below. In the survey you can express your interest in attending the information session in September.

Step 2:

Please place a pin on the interactive map below, telling us where you would normally park when you visit Deep Water Point by car.

Opportunities to leave your feedback will close at **4.00pm on Monday, 10 August 2020**.

Step 1: Take the Survey



The screenshot shows a survey interface for MelvilleTalks. At the top left is the MelvilleTalks logo with a penguin mascot. The main heading is "Developing a Parking Management Plan for Deep Water Point Reserve". Below this is a paragraph: "A Parking Management Plan is being developed for the Deep Water Point Reserve parking area. This is your opportunity to tell us how you currently use this area and to identify any issues that should be considered." There is a purple "OK" button. At the bottom, a purple progress bar shows "0 of 16 answered" with a progress indicator. The footer says "powered by SurveyMonkey".



A Parking Management Plan is being developed for the Deep Water Point Reserve parking area. This is your opportunity to tell us how you currently use this area and to identify any issues that should be considered.

1. Please tell us how you received the link to this survey

- My Elected Member gave me the link to the survey
- I received a direct email invitation to complete the survey from the City of Melville
- I found the link on a social media post
- I received the link from a friend who thought I might be interested
- I saw an advertisement in the Melville Gazette
- I found the engagement and survey on Melville Talks
- I received a letter from the City
- I saw a link on the City's website
- I saw a link in the City's e-news
- Other (please specify)

2. What is the purpose for your visit to Deep Water Point Reserve?

- Launching a boat
- Dog walking
- Dome Cafe
- Commuting
- Visiting the playground area
- Family gathering
- Exercise
- Meeting friends
- Other (please specify)

3. How often do you visit Deep Water Point Reserve?

- Every day
- Once a month
- A few times a week
- Less than once a month
- About once a week
- A few times a year
- A few times a month

4. What time do you usually arrive at Deep Water Point Reserve?

- | | |
|----------------------------------|---------------------------------|
| <input type="radio"/> before 6am | <input type="radio"/> 11am-2pm |
| <input type="radio"/> 6am-9am | <input type="radio"/> 2pm-5pm |
| <input type="radio"/> 9am-11am | <input type="radio"/> after 5pm |

5. On average, how long do you stay at Deep Water Point Reserve?

- | | |
|--|-----------------------------------|
| <input type="radio"/> Less than 15 minutes | <input type="radio"/> 2 - 3 hours |
| <input type="radio"/> 15 - 30 minutes | <input type="radio"/> 3 - 4 hours |
| <input type="radio"/> 30 minutes to 1 hour | <input type="radio"/> 5 - 6 hours |
| <input type="radio"/> 1 - 2 hours | <input type="radio"/> All day |

6. How long does it take you to travel to Deep Water Point Reserve?

- | | |
|---|---|
| <input type="radio"/> Less than 5 minutes | <input type="radio"/> 30-45 minutes |
| <input type="radio"/> 5-10 minutes | <input type="radio"/> 45 minutes – 1 hour |
| <input type="radio"/> 10-20 minutes | <input type="radio"/> Over 1 hour |
| <input type="radio"/> 20-30 minutes | |

7. How do you travel to Deep Water Point Reserve? (Select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Car | <input type="checkbox"/> Public Transport |
| <input type="checkbox"/> Car with trailer | <input type="checkbox"/> Taxi / Rideshare |
| <input type="checkbox"/> Walk | <input type="checkbox"/> Gopher |
| <input type="checkbox"/> Cycle | <input type="checkbox"/> Motorcycle |
| <input type="checkbox"/> Other (please specify) | |

8. In your opinion, who should be able to park closest to the facilities at Deep Water Point Reserve?



Parents with Prams



Seniors



Cars with Boat trailers



Café Patrons



Disabled Users



Cyclists



Families



People Exercising



Commuters



Visiting Community Groups

All About You

9. Your gender

10. Please indicate your age range

- | | |
|--------------------------------|-----------------------------|
| <input type="radio"/> Under 18 | <input type="radio"/> 45-54 |
| <input type="radio"/> 18-24 | <input type="radio"/> 55-64 |
| <input type="radio"/> 25-34 | <input type="radio"/> 65+ |
| <input type="radio"/> 35-44 | |

11. Your suburb of residence

- | | |
|--|--------------------------------------|
| <input type="radio"/> Alfred Cove | <input type="radio"/> Kardinya |
| <input type="radio"/> Applecross | <input type="radio"/> Leeming |
| <input type="radio"/> Ardross | <input type="radio"/> Melville |
| <input type="radio"/> Attadale | <input type="radio"/> Mount Pleasant |
| <input type="radio"/> Bateman | <input type="radio"/> Murdoch |
| <input type="radio"/> Bicton | <input type="radio"/> Myaree |
| <input type="radio"/> Booragoon | <input type="radio"/> Palmyra |
| <input type="radio"/> Brentwood | <input type="radio"/> Willagee |
| <input type="radio"/> Bull Creek | <input type="radio"/> Winthrop |
| <input type="radio"/> Other (please specify) | |

12. Your household

- | | |
|--|---|
| <input type="radio"/> Single | <input type="radio"/> Household with primary school age children |
| <input type="radio"/> Couple | <input type="radio"/> Household with high school age children |
| <input type="radio"/> Household with children up to pre-school age | <input type="radio"/> Multi-generational household (adult children) |

13. Are you a member of any of the following groups? Tick as many boxes as apply.

- | | |
|---|--|
| <input type="checkbox"/> East Fremantle Yacht Club | <input type="checkbox"/> WA Trout and Freshwater Angling Association |
| <input type="checkbox"/> Over 55 Canoeing Club Inc | <input type="checkbox"/> Australian Anglers Association |
| <input type="checkbox"/> StarSki Water Ski Club | <input type="checkbox"/> Prime Movers |
| <input type="checkbox"/> Boating Industry Association of WA | <input type="checkbox"/> Y Striders Inc |
| <input type="checkbox"/> WA Speed Boat Club | <input type="checkbox"/> Melville Fremantle Cycling Clubs |
| <input type="checkbox"/> Western Australian Water Ski Association | <input type="checkbox"/> Melville Bicycle Users Group |
| <input type="checkbox"/> Perth Game Fishing Club | <input type="checkbox"/> Cycling Without Age Australia |

14. Is there anything else you would like to tell us about parking at Deep Water Point Reserve?

Information Session

15. Would you be interested in attending an information session at a later date? Please identify your preferred way of attending.

- Online meeting
- Attend in-person session at the City of Melville

16. By providing your contact details, we can send you information about your preferred opportunity to participate at a later date.

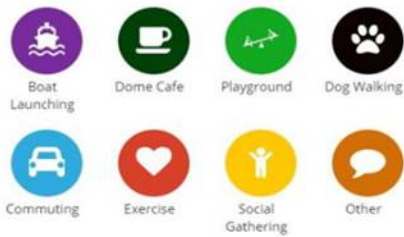
Name	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
State/Province	<input type="text"/>
ZIP/Postal Code	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

Step 2: Interactive Map

Tell us where you would usually park if you arrive at Deep Water Point by car and why you would park there.

For the best experience, we recommend you use a computer or tablet in landscape format.

You will be using the following pins to share what you do and where you would usually park when you visit Deep Water Point, on this interactive map.



Adding your feedback

- Using a computer: Click on 'Add Comment'. Choose a marker for the activity you do when you visit Deep Water Point from the pop-up window. Zoom in and move around the map to refine the location of where you would usually park. Click on 'Place Marker Here' then add a comment in the pop-up box.
- Using a mobile device: Tap 'Add Comment' and drag the map to place a marker where you would usually park. You can zoom in on the map to refine the location. Tap 'Place Marker Here' then add your comment in the pop-up box.

In the pop-up box:

1. Tell us why you park there.
2. You may wish to add a photo to provide more detail. Photos will be moderated before they are shared with the community.
3. Enter your name, suburb and email address. Your details will not be displayed publicly but your comments about parking will be public.
4. Tick the 'Remember' box to avoid re-entering your details if you place more than one pin on the map.
5. Read and agree to the Moderation Terms of Use then click 'Add Comment' to submit your feedback.



Timeline



How We Engage with You

Who are we engaging with?

We are engaging with visitors to the Deep Water Point Reserve including,

- tourists
- users of boating facilities
- small business operators at the reserve
- visitors with disabilities
- local residents who may walk or drive to the reserve to take exercise, walk the dog or socialise in the space.

How can you get involved?

From **Monday, 20 July to 4pm on Monday, 10 August 2020**, you can take the online survey on this page and mark a spot on the interactive map to show us where you would usually park when you visit the reserve.

Cardno will also be conducting surveys at Deep Water Point on **Saturday, 25 July and Sunday, 26 July 2020** and will make direct contact with local groups that use the site.

An information session will be held in early September (date to be confirmed) to allow the City to present the findings from the engagement and ensure nothing has been missed. Attendance is by invitation-only to ensure a balanced mix of user types and representation from across the City. You can register your interest to attend via the online survey by **Friday, 31 July 2020**.

What happens to the information shared by the community?



Information shared by the community will inform the Parking Management Plan.

The results from the online engagement will be made available on this page. Following the engagement, Cardno will prepare their recommendations for consideration at Council.

Click on the 'Follow Engagement' button to receive updates on this engagement.

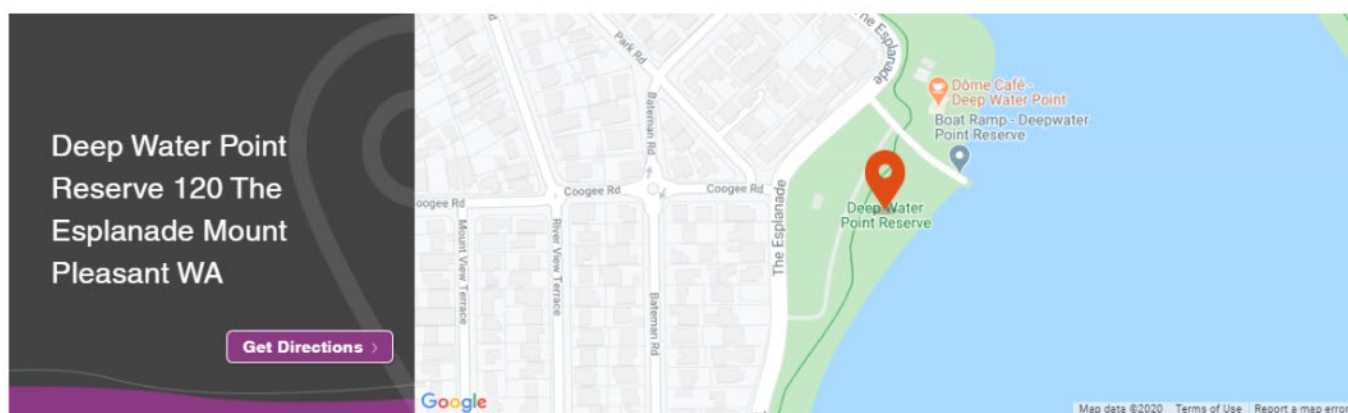
Related Information

[Deep Water Point Reserve](#)

[Cardno Parking Occupancy Survey Results](#)

[Study Area - Deep Water Point Parking Management Plan](#)

Location



Share this page

Deep Water Point Parking Engagement

Friday, 20th July to Monday, 10th August 2020

The City of Melville is seeking feedback on parking at Deep Water Point to inform a Parking Management Plan for the area.

The plan is being prepared by independent consultant, Cardno WA, and will give recommendations for parking provisions and management strategies for the area to ensure the diverse range of users of the site can access and enjoy the riverside location.

Give your feedback online at
www.melvillecity.com.au/parkingDWP
where you can complete an online survey and register your interest in attending an information evening in early September.



 Survey Area

 Deep Water Point

Signage at Deep Water Point

MELVILLE Gazette



Parking battle back on

EXCLUSIVE Where you picnic and play this weekend could determine whether you'll pay to park at this prime riverfront destination. Page 3

Eyes on foreshore parking

Matt Zis

THE City of Melville's independent consultants chose only Boxing Day and the day before New Year's Eve to monitor summer car park use at Deep Water Point and the Esplanade, leading to a conclusion that the area's parking is "at capacity the majority of the day".

That key finding from the festive period underpins the council's quest to formalise a parking management plan for the area, with the spectre of paying for riverfront parking again looming on the horizon.

Last July the council installed ticket machines without consultation at the popular spots, but it turned them off weeks later after backlash from river users, picnickers, cafe diners and exercisers.

It now wants people to complete an online survey as it pushes on with preparing the plan to guide future parking provisions and parking management approaches. Paid parking is not mentioned in the survey but Mayor George Gear said constructing more parking areas was not the solution either.

"It's important to remem-

ber that parking is a complex problem and is generally not resolved by installing more car bays," he said.

"Cardno WA has conducted a parking occupancy survey of the area and has found both the Deep Water Point and Esplanade car parks to be at full capacity for the majority of the day, with a significant number of cars also parking on nearby streets.

"The strategies in the long-term Deep Water Point parking management plan will focus on achieving optimal use of the existing available parking in the area through contemporary, best practice parking management approaches with the aim of making the parking experience a better one for all visitors to the site."

Cardno representatives will be back at Deep Water Point this weekend, surveying people using the foreshore in winter to add to the community feedback.

Mr Gear said results from the survey, which is available online until August 10, as well as data about how the community use the site would inform the plan.

The survey is at www.melvillecity.com.au/parking-DWP.

Advertorial – 30 July 2020



Have your say on parking at Deep Water Point

We are seeking community feedback on parking at Deep Water Point to inform the development of a Parking Management Plan for the area.

The plan is being prepared by independent consultant, Cardno WA, and will give recommendations for parking provisions and management strategies for the area to ensure the diverse range of users of the site can continue to access and enjoy the riverside location.

Have your say at www.melvillecity.com.au/parkingDWP where you can complete an online survey and register your interest in attending an information evening in early September 2020. Feedback will be open from **Monday, 20 July** to **Monday, 10 August 2020** with registrations of interest for the information evening closing earlier on **Friday, 31 July**.

Facebook posts on City of Melville Facebook Pages

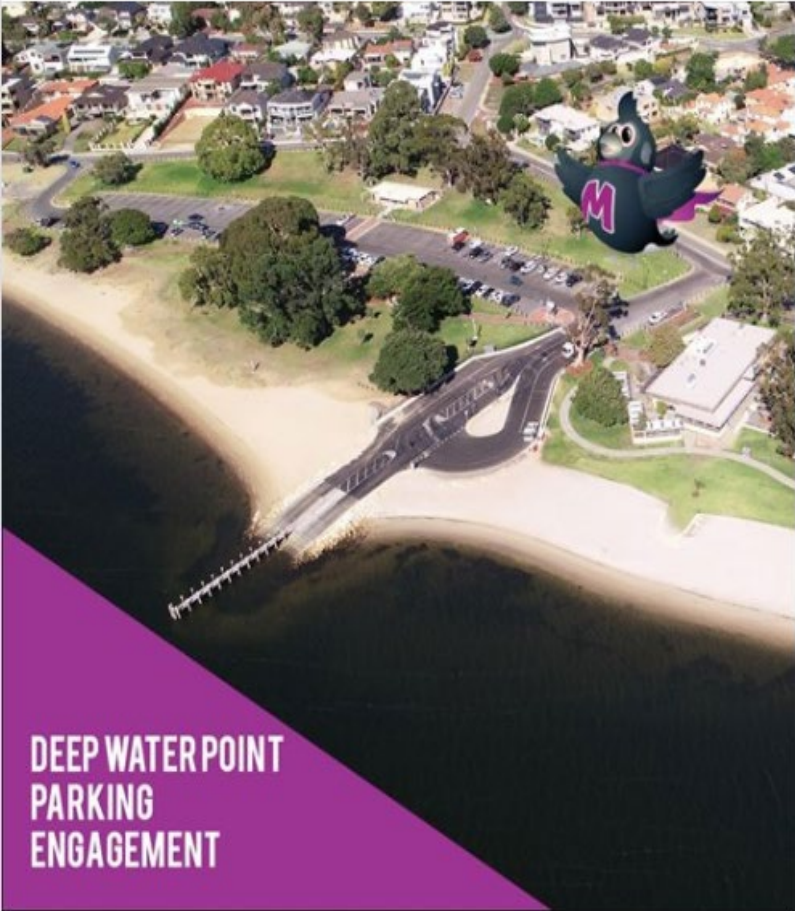
21 July 2020 on City of Melville Facebook Page

City of Melville

21 July · 🌐

⋮

We are seeking feedback from the community about parking at Deep Water Point to inform the development of a Parking Management Plan for the area. Visit www.melvillecity.com.au/parkingDWP



**DEEP WATER POINT
PARKING
ENGAGEMENT**

12,506 People Reached

214 Reactions, comments & shares ⓘ

68 Like	48 On post	20 On shares
1 Love	1 On post	0 On shares
2 Angry	2 On post	0 On shares
125 Comments	84 On Post	41 On Shares
18 Shares	17 On Post	1 On Shares

2,361 Post Clicks

265 Photo views	414 Link clicks	1,682 Other Clicks ⓘ
---------------------------	---------------------------	--------------------------------

NEGATIVE FEEDBACK

1 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

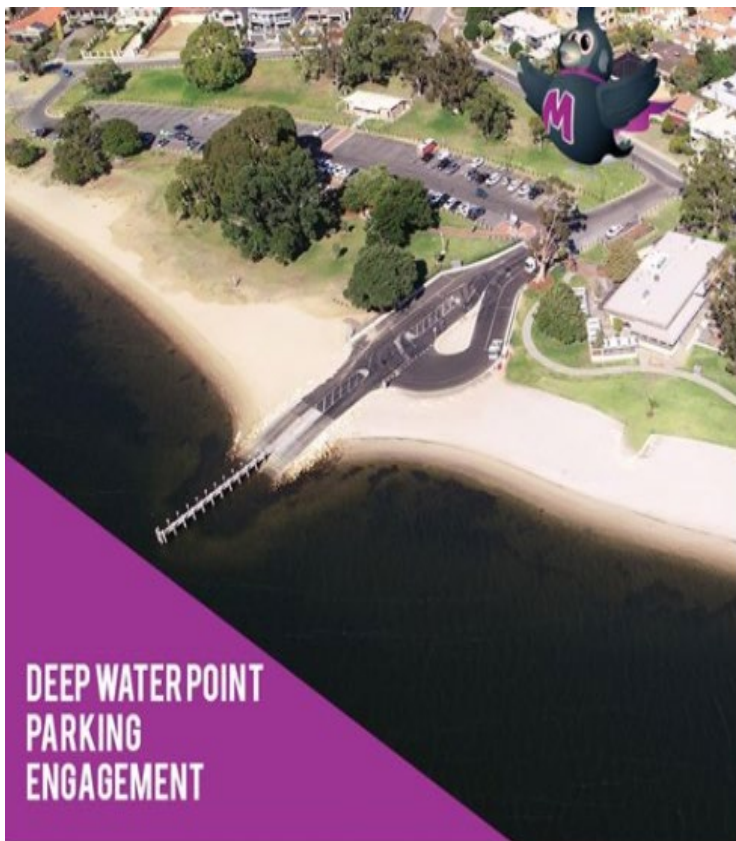
Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

12,506
People reached

2,575
Engagements

Boost again

27 July 2020 on City of Melville Facebook Page.



80 Post Clicks

6 Photo views

11 Link clicks

63 Other Clicks [i](#)

NEGATIVE FEEDBACK

0 Hide post

0 Hide all posts

0 Report as spam

0 Unlike Page

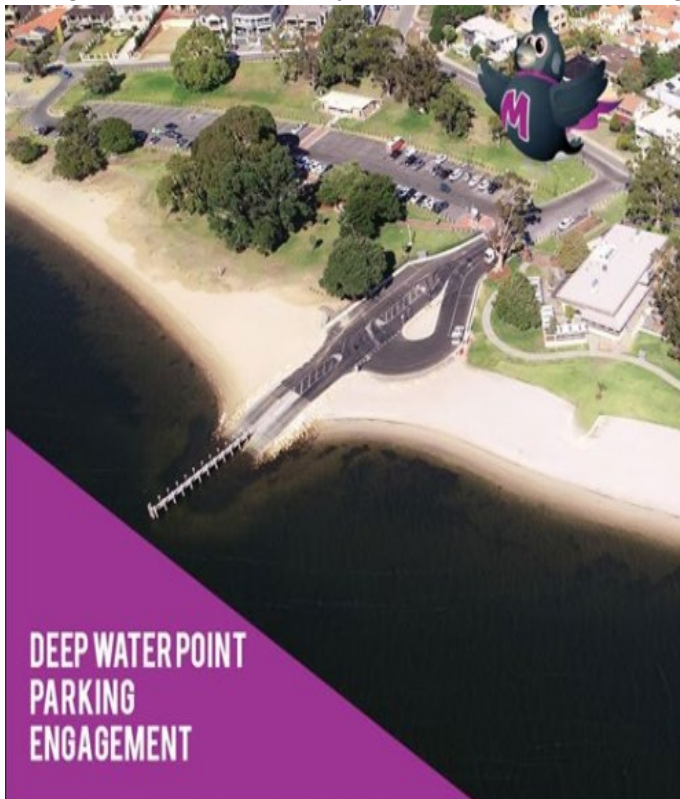
Reported stats may be delayed from what appears on posts

1,865
People reached

83
Engagements

Boost post

3 August 2020 on the City of Melville Facebook Page



5
Shares

5
On Post

0
On Shares

1,093 Post Clicks

133
Photo views

147
Link clicks

813
Other Clicks [i](#)

NEGATIVE FEEDBACK

0 Hide post

1 Hide all posts

0 Report as spam

0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

7,203
People reached

1,145
Engagements

Boost again

Appendix II – Comments on Interactive Map



What you told us about parking to use the playground at Deep Water Point

Why I park here
Cafe and playground closest parking for small kids to walk

Why I park here
Exercise and breakfast with grandkids

Why I park here
Playground

Why I park here
Close to the playground although we also often walk

Why I park here
I never park here. I walk 3 mornings a week

Why I park here
I park in any space available. Go to Dome, have a cuppa while the kids have a blast with friends in the play

Why I park here
Because it is convenient to the playground which is used by our grandchildren. We also use Dome as well as exercise in the area. Unfortunately the survey only seemed to allow one activity to be included



What you told us about parking for boat launching at Deep Water Point

Why I park here
Close access to car and trailer speeds up launch and retrieval times when boat ramp is busy

Why I park here
Close to boat ramp. Allows me a short time to launch boat park car and return to boat. In recent times I have had to park a long way south in car parks past Mt Henry bridge. This is most due to cars only parking in boat and trailer parks

Why I park here
We take our sons skiing and/or launch our boat for days on the river most weekends

Why I park here
It's the only parking available

Why I park here
Near ramp and can walk to the beach to be picked up by the boat, or have boat temporarily beached if no other skipper

Why I park here
Boat trailer parking

Why I park here
Not enough boat trailer parking during peak season i.e: weekends, public holidays, school holidays. Cafe parking people can walk further or taxi in. To park a boat trailer you need these parking bays.

Why I park here
This is allocated parking for vehicles with trailers - the only place for me to safely park in the near vicinity of the boat ramp.

Why I park here
These are the only trailer bays. Almost always full and often full of cars no trailers

Why I park here

We park wherever we can - the parking here is diabolical at best. Terribly inadequate to cater for a very large cafe, boat ramp, and two playgrounds. It's a lovely place but usually our last choice to go due to the parking. Considering the way Kerbside Cafe was treated due to pressure from The Dome to not renew their license, you should be grateful they are down the road to take some pressure of DWP parking and they serve much better coffee too. The parking situation needs urgent action.

Why I park here

Close to facilities



Why I park here

I like to park here to go to Dome. I meet for a weekly walk with friends, I take my grandchildren to play there, and I do some social gathering there. Often it is too busy to park there, so I may park on the road or I go elsewhere due to lack of parking. The parking is in dire need of reassessment as I'm a local resident and I often can't use the facilities there due to lack of parking.

Why I park here

We try to park here to have family gatherings, but often have to park much further away along the road, which makes it very difficult to cart chairs, shade etc. We also park here to launch our boat, on the upgraded jetty but the boat trailer parking is often full of patrons to Dome. There isn't an alternative spot for trailers. When parking is full, we can't use the jetty despite paying our rates. Great upgrades, but frustrating when you can't always use them.

Why I park here

Can never get to park in the main car park so park on the esplanade nearby and walk. Free parking also.

Why I park here

Close to where we want to picnic/ launch kayaks

Why I park here

Close to grassed area near the river and Dome

Why I park here

We park wherever we can - the parking here is diabolical at best. Terribly inadequate to cater for a very large cafe, boat ramp, and two playgrounds. It's a lovely place but usually our last choice to go due to the parking. Considering the way Kerbside Cafe was treated due to pressure from The Dome to not renew their license, you should be grateful they are down the road to take some pressure of DWP parking and they serve much better coffee too. The parking situation needs urgent action.



Why I park here

We try to park in these road side parking bays so we can gather on the grassed area between the road and the river side beach.

Why I park here

Easiest place to bring picnic from

Why I park here

Use handicap parking spot when I bring my mother who uses a wheelchair. Usually to have coffee and walk along river.

Why I park here

Near dome and grassed areas

Why I park here

I don't support paid parking! Areas are becoming too expensive. I'm a ratepayer and want to be able to access amenities. A limit of 4 hours would be ok with me



Why I park here

it's convenient to launch kayaks and to carry picnic gear from

Why I park here

I no longer go there as parking is too difficult - I used to meet friends at the Dome. I used to park while a walked 5-7kms. I used to take my grandchildren to play & occasionally meet friends for a picnic. Parking opportunities are just too difficult especially if we need to meet with several families - The city is acting like an avaricious corporation with little or no consideration to the amenities of residents.

Why I park here

Race walk training

Why I park here

I go walking and sit and relax looking at the water. Also visitors for a meal at Dome.



Why I park here

Bikes should be banned from the walking path except for kids that ride while their parents are walking. Bikes and pedestrians don't mix. A lot of bikes ride too fast, expect pedestrians to get out the way and spoil what should be a safe relaxing walk.

Why I park here

Near cafe

Why I park here

It is the only place i can park in the surrounding area which has restricted parking in the surrounding streets

Why I park here

our cycle group meets here on Saturday mornings (055s).

Why I park here

In order to walk around the river

Why I park here

Exercise and dog walking

Why I park here

Bike riding with a group of riders



Why I park here

Away from car park that is always full !!

Why I park here

As I am just using as a pace to start and end walking I don't mind parking along the road and often the main car park is full

Why I park here

It's easy to exit and it avoids the main parking area, which is usually busy. If there are no spots here, I keep going down The Esplanade until I find one.



Why I park here

Bike riding with a group of riders

Why I park here

I dont park here! I walk or cycle in or through. I park near Mt Henry Bridge or cycle from home. Survey is not designed to address broader access issues. We don't need a consultancy to solve an obvious parking problem that can never be solved there. The problem is "demand" for that location will always exceed "supply" of parking infrastructure. The SOLUTION is to provide more supply of infrastructure elsewhere along Melville and nearby Canning foreshores. Good luck with the riverfront NIMBYS!



Why I park here
I refuse to pay for parking at this facility so my first choice is the free parking in the car park. If that is full I will find street parking and walk.


Why I park here
If the car park is full, I can usually find a space up here.

Why I park here
I park here, as there is no parking elsewhere

Why I park here
I would normally walk to Deep Water Point, but when meeting friends at the Dome might drive especially during wet weather. I don't have a 'usual' parking place - just as close as possible!

Why I park here
It is as you have stated very difficult to park in this precinct. Often I would have to revert to street parking if there is any. Often we drive away and go elsewhere. You either need to free up car bays by taking some of the boat bays or create more parking. Dome has added to the problem. I think allowing Dome permission to build in this position was foolhardy without allowing for added parking. It was always a popular precinct, Dome just made it more so. A cafe on the river is divine

Why I park here
I don't go nearly as often as I'd like as with two small children, having to park a km or more away just isn't practical. We only go now if we stop during a long walk from home.



Why I park here
Cafe, dog walking, walking, cycling, jogging

Why I park here
I would park as close as possible, as attend with elderly parents

Why I park here
To have created such a large cafe and visitor activity areas, the parking is way too inadequate- I have avoided Deep Water Point many times for this reason.

Why I park here
close to Dome

Why I park here
I park as near as possible to the cafe

Why I park here
Not enough parking for the Dome, boating people or people exercising. I go there often but cannot find parking a lot of the times

Why I park here
regular morning/afternoon coffees and light meals

Why I park here
Most convenient location to access Dome of the foreshore for my wife and I when walking from the car walk. We also use the street parking along The Esplanade when this parking area is full.

Why I park here
I come here with my kids to use ole playground and swim in the river. We also get a coffee at dome.

Why I park here
Usually walk but sometimes use disabled parking for elderly/disabled friends and relatives

Why I park here
I believe a lot of people are using it for all day parking while they go to work. Easily checked by going there at 5.30am and doing survey.

Why I park here
My husband and I visit dome two or three times a week

Why I park here
I park here



Why I park here
I park here to meet friends at Dome usually on the week days, finding parking on the week ends is impossible.

Why I park here
I park here as this is the only parking there is. When it's full I try further down the road and when it's too far away we leave. Have left more often than not in recent times. I have lived in Brentwood for 50 odd yrs and as a local resident am entitled to have access to facilities in my area

Why I park here
Park here because there are no fees but it is usually full so lately I have been paying for parking in boat area.

Why I park here
I only visit Deepwater Point to meet with friends for coffee or a light meal. It is a beautiful river location and it is in high demand from many, sometimes competing, interests. Not everyone will be satisfied whatever arrangements are made, but I believe that preference should be given to increasing the number of car bays as they will support the Dome facilities more than the Boating people who would largely take their own food to the site and less likely to use the facilities - except toilets.


Why I park here
Would go to Lo Quay or elsewhere for coffee if paid parking introduced For stays <3hours.

Why I park here
I park where I can for the dome cafe, and for exerci.

Why I park here
We like to stop at Dome for lunch and meet up with friends or family here if we can get a seat.

Why I park here
If there is no parking in the designated bays I go elsewhere.

Why I park here
We park her when bringing elderly family members. Otherwise walk.



Why I park here
If no parking in carpark, I tend to find somewhere to park along the esplanade...or go elsewhere

Why I park here
Very difficult to find a park.

Why I park here
I don't go anymore. As parking fee's and hard to park. Not an option anymore. Much as I love The Dome Cafe.

Why I park here
Usually walk there

Why I park here
In winter it should be free parking in the south end for cars with bays marked to suit

Why I park here
Not enough parking bays. Perhaps have a regular shuttle bus service from Bullcreek Train Station running every 10 minutes.

Why I park here
I would generally only utilize the car park if visiting Dome

Why I park here
I try to park in the main carpark when I am going to Dome cafe. If there are no empty spaces, then I park in one of the spots along The Esplanade. I sometimes have to walk quite a way to get to the Dome Cafe!

Why I park here
Meet a bike riding group for coffee when we can't ride because of rain.

Why I park here
Due to work

Why I park here

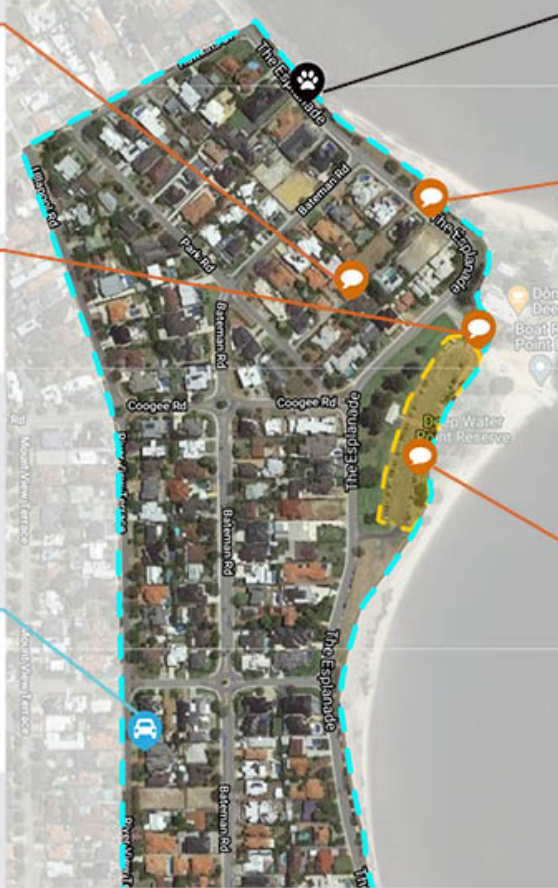
I used to park there but no longer even go there due to apid parking now. I used to go to Dome a lot with a large group of friends and then sometimes walk but don't anymore. I was extremely disappointed that it charged to paid parking

Why I park here

Dome needs some competition. Perhaps pop up vans etc with edible and different food and drink

Why I park here

Neighbouring streets were crowded especially on weekends and life was difficult for residents prior to the parking restrictions. I would not like to see the restrictions removed.



Why I park here

Dog walk with kids along river foreshore, sometimes including visit to cafe. Main car park is usually full so we use on steet parking where available

Why I park here

I don't park here (as I live close by), but many others do. They use the western road verge, mostly including the footpath. This is unsafe, as it blocks views of cars approaching from the south around the corner. Sometimes we have also had our drive blocked by cars parking across it. These problems need to be addressed in your plans. Simply charging fees for all parking at Deep Water Point public parking area would put more pressure on street parking.

Why I park here

I usually walk down here with my dog but sometimes it's convenient when I have my elderly mum with me as well to drive down and then have a shorter walk. It can be so difficult to park.