

ANPSG

Feedback from the session: 'FUTURE OF THE PIO ROLE'

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PAST

How and why did the Parking Industry get started?

- Started in Hobart 1956 (first meters)
- The need to employ people returning from the war
- Stop people parking all day
- Created turnover – short term parking
- Population increase – vehicle increase – more vehicles than spaces
- Councils needed to control demand for limited resource
- Traffic management
- Revenue – by product
- Ensure safer community
- Accessible city
- To minimise financial impact of overstaying
- To make city more liveable for residents
- To regulate traffic laws
- Educating motorists/community
- Drivers a fair go
- Couldn't self regulate
- Complaints
- Ease traffic congestion
- Enabled Police to focus on more serious criminal investigations
- No dedicated parking officers
- Labour intensive manual process
- Complaints about lack of parking – retailers especially
- Need for orderly arrangement of parking eg loading zone, short/long term etc
- Parking Officers could progress to police officers in some countries

What have been the major achievements for PIOs over the years?

- Revenue used to benefit the community – improved services and infrastructure
- Increase Officer skills: Certificate III & IV; Verbal Judo; First Aid; communication skills; technological skills
- Flowing viable city – traffic management
- Name change – Information Officers – customer service – reporting hazards
- Raised and improved profile of the PIO – not hidden
- More user friendly
- Technology integration: PDAs; sensors; meters; GPS; mobile phones; etc
- ANPSG - networking
- PAA Association
- Camera car (Dash cameras)
- Occupational Health & Safety and procedures
- Customer Service Focus
- Public education, safety, schools and public places
- Multi level parking
- Reduce on street parking
- Improved enforcement strategies
- Uniformed legislation – Aust Road Rules
- Recognised industry worldwide
- Deterrent for car travel – less pollution, safer streets for pedestrians and bicycles
- Working in community partnerships
- Respect for the job
- Appreciation
- Increased cooperation/relationship with police
- Better understanding from Councillors and other areas of Council
- Better educated community.
- Recognition – pay and conditions
- Softer uniform

	<ul style="list-style-type: none"> • Singles/pairs • More eyes on the street (officers) observing incidents/hazards • Gender balance • Rewarding career opportunities • PIOs enforcing other laws ie A Frames, clearways • Huge industry – nationwide • Minimise impact on ratepayers \$\$ • Manage special events • Sustainable transport options
<p>What is working well?</p> <ul style="list-style-type: none"> • Technology ie machines; radios; mobile phones (more efficient and safer) • Less congestion on street • More accountability • Customer focus - tourism • Transparency • Audit trail • Policy and procedures • Court procedures • Support within team (managers) • Wages • Better working conditions • Communication • Public perception • Cooperation and support with other agencies: police • Strong internal communication • Strong focus on OHSW – safe operating procedures, sun safe – sunglasses, sunscreen, hats, gloves, UV protected shirts • More focus on training - personal wellbeing (physical and emotional); officers better training to handle conflict and enforcement procedures • Equity and diversity • Improved recruitment • Employer of choice • ANPSG - Networking with other councils • More pride in the role • Public awareness – improved perception of Officers • Collection of data – better understanding of parking behaviour 	<p>Not working well?</p> <ul style="list-style-type: none"> • Customer interaction • Rule 205 • Public attitude towards Officers and compliance • Public perception of PIOs – getting our positive stories out there; aggression due to false stories in the media • Negative media coverage – poor public image • Ownership/accountability of offences (by offenders) • Not enough diversity in the role • Unrealistic expectations of residents/stakeholders • Update or renew signs, lines and parking infrastructure • Self compliance • About attitude not behaviour • Technology- unproven, not 100% - keeping up to date – funding in budget • Councillors making statements without knowing the facts • Absenteeism • Lack of communication • Public lying – about circumstances surrounding infringement issue • Overseas visitors/students • Consistency in National Legislation • Political input • Reliance on revenue putting pressure on staff • Courts too lenient • Poor police support • Hard core offenders • Court procedures • Media reporting/criticism

- Visibility of Officer – better compliance
- Better payment options
- Work conditions – work/family time/ hours of work (RDOs)
- Fine collection
- New State Govt collection system – less court appearances!
- Access to casual staff
- Management awareness to OHSW incidents
- Variation in the role – patrols, car parks, information booth, customer centre
- Photographs – ability to prove offences
- Clamping vehicles – or the threat.....

- Application/interpretation of Aust Road Rules by Officers in same Authority
- Increased debt owed to councils through legislative enforcement
- Retaining quality staff
- Pay
- Parking near hospitals

FUTURE

What needs to happen in the future?

- Continuity between States – National Legislation
- Positive media coverage
- Information sharing
- More Government assistance
- Improve Registration search access
- Look outside the box
- Each state have a Steering Group
- Less conflict
- Rule 205 improved
- Quarantine political influence
- Diversity and more adaptable role
- Better protection and safety of PIOs
- Recognition
- Continued improvement in technology ie sensors; reliable ticket machines; GPS
- Work smarter not harder
- Promote council as an efficient and effective regulator of laws – improved marketing
- Improved education – more \$\$ - career development: leadership skills
- Improved health and wellbeing
- Motivated staff
- Parking conference twice per year
- More sophisticated recruitment techniques

What would you like to avoid?

- Negativity
- Negative media
- Aggression/confrontation from the public
- Long hours in extreme weather
- Lack of training/information
- Losing community engagement
- Avoid public perception as revenue raises
- Role not to be contracted
- Avoid Officer assaults/conflict
- Unrealistic work expectations (budget)
- Too technology driven – losing Officer presence on streets/personal interaction
- Councillor influence
- Large increased in expiations
- Avoid wear and tear on bodies
- Chalk marking
- Magistrates dismissing cases just because the defendant shows up

- Adaptation to change
- Continued education and training of staff
- Staff/management interaction/relationship
- Improved public education of PIO role
- School visits to teach kids – they can ‘pester power’ parents
- Consistent application of penalties in Court
- Ambassador Role
- ANPSG Media Liaison Officer to assist all States (National or State based?)
- Tighter controls to prevent abuse of disabled permits

Three Key ‘ACTIONS’

1. Approach State Govts to introduce National vehicle registration database accessible by Local Govt
2. State based Media Liaison Officer (ANPSG); National media campaign promoting ANPSG and PIOs, used in all states; Greater marketing profile on PIOs – promotional video/s showing positives of the PIO role on You Tube; More public education on parking rules and consequences (eg safety/schools)
3. Consistency of road rules across ALL states – National rules, penalty fees; Need to clarify Aust Road Rule 205 – interpretation not clear on length of road etc; Standardised signs
4. Keeping abreast of technology: using it; encourage tech companies to develop more; more accuracy, stand up in Court; Proper use of technology
5. More formal and stronger National industry association/group; More networking and workshops; National employee database; Officer exchanges- teaching; training; transfer of information; More consistent/sustained emphasis on recruitment and training (National standard); Diversity in the role