**Parking in Queenstown – it really is bonkers!**

“I feel sorry for you,” piped up one stakeholder at a workshop. Managing parking is tough gig at the best of times, but the situation in Queenstown takes things to a whole new level. A constrained transport network combined with insane population growth on the urban fringe and hordes of visitors arriving by coach and campervan all trying to converge on a small town in NZ’s Southern Alps; that pretty much sums up the parking challenges facing Queenstown.

Stantec and QLDC are working together to tackle this beast. Effective parking management is a vital element to manage travel demand that can contribute to delivering a legacy of improved social, environmental and economic outcomes. However, changing parking can be divisive and challenging. We want to share how we’re using storytelling, data and using both ‘carrots and sticks’ to deliver a balanced approach to parking management to achieve buy in from the community and stakeholders.

Some of the insights and highlights of our journey so far include:

* How we used toilet paper and cauliflowers to engage with Councillors about the fundamentals of parking management
* How licence plate recognition cameras can help solve the parking problem
* Balancing the parking demands of an exhausting variety of users including coach drivers that can’t drive for 24 hours, visitors returning their ski hire gear and sorting out the issues between taxi drivers and their ‘rogue’ competitors
* Some innovative solutions including a ‘parking tax’ for visitors
* And why Mariah Carey made an appearance in QLDC’s community engagement material.