STEPS IN DEVELOPING A WPL PACKAGE



INITIAL SCHEME DEFINITION

To do

Scope resources required for project Organise initial conversation with TfL Refer to Mayor's Guidance (d)

To consider

WPL as part of a **package** of measures: promoting alternatives to car travel and improving transport options and infrastructure as well as introducing WPL

- Why do you want to do it? What are the aims and objectives of the WPL package?
- Fit with MTS
- Fit with local objectives (and stated in Local Plan)
- What would the revenue be used for?
- What area might the WPL cover?
- Begin to consider what level of charge might be appropriate – this will be further developed after feasibility

Need to gather input and resources from beyond transport including for example Communications, Regeneration and Planning to help develop the scheme over time

I. Decision point

Formal decision to investigate WPL

SCHEME FEASIBILITY

To do

Undertake a Parking Survey (a) to determine the total no. of occupied commuter parking spaces, number and type of workplaces likely to be affected, and overall parking context (this can also form the basis of a licensing database in Step 7).

Continued liaison with TfL

To consider

- Is this right option? How will you identify and assess alternatives?
- What complementary measures may be
- Who will be eligible to pay?
- What will they pay?
- What exemptions/discounts might be incorporated into the scheme?
- What is the overall parking context in the borough and what changes might be needed to enable the WPL to be implemented?
- Timetabling of WPL with new transport improvements (funded by and related to WPL), including infrastructure permission and construction
- What revenue could be raised? (b)

II. Decision point

Formal decision on whether to proceed to business case and preparation of draft scheme order

INFORMAL LOCAL ENGAGEMENT

To do

- Develop communications approach and obtain suitable resource
- Engage with local businesses, other employers (eg hospitals, universities, schools), representative organisations, residents and decision
- Explain scheme benefits, including revenue plans; gather views
- Use feedback to shape the scheme definition and revenue plans
- Maintain engagement with TfL

To consider

- How to build the case for and acceptability of the package
- What changes might you need to make to the package of proposals, given the feedback received?
- Ensure you have sufficient resources and expertise from different parts of the authority

BUSINESS CASE DEVELOPMENT

To do

- Prepare the draft scheme order (c) based on scheme feasibility and local engagement (inc discounts and exemptions, area, times, duration)
- May involve further research eg business survey, behavioural surveys, economic impacts
- Could involve further legal advice
- Discuss potential research and legal funding options with TfL
- Detailed appraisal of identified options
- Detailed appraisal of impacts of the preferred scheme and expected revenue

To consider

- How would the scheme be operated and enforced?
- How would the impacts be monitored?
- Changes to parking locally beyond WPL - e.g. on-street, CPZs, charges in council-run car parks
- Ensure you have sufficient resources and expertise from different parts of the authority

III. Decision point

Formal decision on whether to proceed to formal consultation stage

FORMAL CONSULTATIONS

To do

- Continue informal engagement
- Formal consultation with all those potentially impacted by the scheme

Consultation materials likely to include:

- Proposed transport package that the WPL contributes to, and an explanation of how the WPL
- contributes • Draft WPL Scheme Order
- Draft business case
- Integrated Impact Assessment (equalities, economic, environmental, business) and regulatory assessment (if required)
- 4 & 10 Year Revenue Plans
- Options appraisal
- Approach to operations and enforcement Proposed complementary and associated measures, including parking management (4.5 and 4.6)
- Monitoring approach

FINAL SCHEME

To do

- Assess consultation results
- Make changes to the scheme as appropriate
- Respond to issues raised Statement of legal compliance by responsible person
- Prepare documents required by Mayor and Secretary of State for Transport
- Communications keep public and businesses informed and engaged

IV. Decision point

- Follow the Borough approval process for making the Mayoral submission
- Agree the consultation report, any necessary changes to the WPL scheme, and to submit all the relevant documents to the Mayor for consideration

6 months

-----9 months

Steps 2

and 3 wi

On-going

12 months

IMPLEMENTATION

On-going

3 months

3 months

6 months

Indicative duration

REVIEW, RENEW, **MODIFY**

To do

- Regular review of scheme based on monitoring strategy
- Measurement framework to include measures and benchmarking for behaviour change
- Communicate impacts and benefit of scheme
- Renew licences annually
- Ensure revenue delivery planning is on target

To consider

- Modifications to operations and enforcement procedures as required
- Scheme may be modified, subject to formal consultation and assessment process

ON-GOING DELIVERY

On-going

To do

- Enforcement of levy continual monitoring
- Tackle displaced parking on nearby roads
- Communications and engagement about the scheme and its benefits
- Annual licensing process and licensing of new workplaces as
- Monitoring of package performance and impacts

To do

SCHEME

- Consider the role of complementary measures
- Refine operational methodology • Provide support to employers
- through WPL licensing process including advice on travel plans and parking management as well as answering queries and explaining process
- Shadow scheme (if applicable)
- Send out first round of invoices
- Delivery of items in revenue plans

PREP FOR **IMPLEMENTATION**

To do

- Make any changes required as part of Mayor and Secretary of State approval
- Communications ensure employers are aware of the start date and requirements
- Consider resources
- Complementary measures
- Changes to parking CPZs, onstreet and council-owned car parks
- to accommodate the WPL Registering and licensing of businesses
- Back office resourcing
- Enforcement resourcing
- Baseline monitoring data collection

To consider

- Reviewing the borough's own car parking
- Possible shadow scheme

VI. Decision point

Formal decision to implement approved scheme

- a) Please contact TfL for an Advice Note on doing a WPL parking survey b) Please contact TfL for a 'ready reckoner'
- spreadsheet for revenue modelling c) TfL will provide a model Scheme Order which can be modified by the borough
- d) Please see Mayor's Guidance on the expectations for a WPL scheme in London



Can be concurrent with

Scheme Feasibility stage