

Research Article

Evaluation of Parking Management Policies in Kutai Kartanegara Regency

Yusuf Hariyoko^{1*}, Muhammad Amin², Ayun Maduwinarti¹, and Lutfia Diva Rahmawati¹

¹Faculty of Social and Political Sciences, University of 17 August 1945 Surabaya, Indonesia

²Faculty of Social and Political Sciences, University of Kutai Kartanegara, East Kalimantan Province, Indonesia

Abstract.

This study examines the evaluation of parking policies in Kutai Kartanegara Regency. Parking issues are interesting to study because they cause social problems and have yet to contribute much to local revenue. The government plays a huge role in this parking issue, and a policy evaluation is needed to optimize this role. The research method used is qualitative, which attempts to explain research problems related to parking issues in Kutai Kartanegara Regency. The policy evaluation used is the CIPP approach, which views policies more contextually and holistically. The policy context shows there is still little room for the government to implement its policies. This role can be developed with various policy innovations. Policy inputs that discuss policy planning are optimal but can be created by providing bottom-up planning space in parking policies. The policy process related to policy issues that have been implemented are not innovative and are carried out the same as before. The involvement of parking attendants is also not optimal and can be done with more professional management. Policy products still need to benefit the community in terms of local revenue from parking.

Keywords: evaluation, parking management policy, Kutai Kartanegara

Corresponding Author: Yusuf Hariyoko; email: yusufhari@untag-sby.ac.id

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1. Introduction

Regional development in Indonesia needs help in arranging public space and facilities, including adequate parking areas. Rapid economic growth often exceeds space availability, resulting in spatial planning problems that affect mobility and accessibility. The government has an important role in providing optimal spatial planning, including allocating parking areas [1]. Spatial planning policies must address parking needs in economic areas and community activity centers. The government must integrate parking facilities into development planning to create an orderly area that meets the needs of road users and supports the local economy [2]



Increasing economic activity requires adequate parking, especially in trade and service centers. The lack of parking space in places of economic activity causes indiscriminate parking that disrupts traffic flow and creates congestion [3]. Policies related to parking management need to be evaluated periodically to determine their effectiveness in addressing congestion problems and parking needs. This evaluation also needs to consider the role of the private sector and the community in supporting the development of sustainable and economically viable parking areas. Corrective measures can be taken based on the evaluation results to improve parking services [4].

Tenga et al., [5] show that good parking management has the potential to support regional income and provide convenience for users. With a structured parking system, Kutai Kartanegara Regency can optimize this potential through policies that support parking management improvements, for example, by implementing technology to make it easier for users to find and book parking. The main problem in parking management in Kutai Kartanegara Regency is the need for more organized parking areas and weak supervision of illegal parking. The existence of illegal parking on the side of the road, especially in the economic zone, causes significant traffic congestion and creates inconvenience for road users. In addition, less structured parking management causes the potential income from parking to be less than optimal [6].

Policy evaluation is an activity used to measure the impact of a policy. One approach to policy evaluation is the CIPP model dari Stufflebeam & Zhang [7], which looks at a policy's context, input, process, and product. An evaluation of the parking system in Kutai Kartanegara Regency revealed a need for improved facilities and more effective regulations [8]. Data shows that well-managed parking can improve comfort and reduce traffic congestion in economic and busy areas. This evaluative step is expected to produce appropriate policy recommendations to optimize parking management in the area. Kutai Kartanegara Regency also experiences parking problems, which are emerging as one of the pressing public infrastructure issues [9]. There needs to be more parking space, poor layout, and lack of regulations that support effective supervision have made many vehicle users need help finding parking spaces, especially in densely populated areas, events or festivals, and business centers.

2. Methods

The research approach used is descriptive qualitative to obtain a complete picture of the parking policy process in Kutai Kartanegara Regency. The qualitative approach allows

researchers to collect data through direct observation, interviews, and documentation in the field. The main objective is to describe the actual conditions, challenges, and opportunities related to parking policies in the area. The CIPP (Context, Input, Process, Product) [7] evaluation model is used as the research focus for each component in the study material. The context of the parking management policy, including parking needs, policy objectives, and the relevance of the policy to community problems. Input identifies resources and plans supporting policy implementation, such as budget, human resources, facilities, and regulations. The process relates to implementing policies in the field, including the effectiveness of policy implementation, stakeholder involvement, and compliance with established procedures. Products related to parking management policies' results include community satisfaction, reduced congestion, and increased regional income from parking fees. This evaluation helps determine the extent to which the policy meets its objectives.

Data analysis is an approach proposed by data organization [10], which is collected and arranged in the form of transcripts, field notes, and related documents to facilitate analysis. Coding data is broken down into small parts through a coding process, where each data category is given a specific label. This coding facilitates the identification of the main themes that emerge from the data. Data thematization is carried out with the main themes built to answer the research questions. Findings from each theme are analyzed to understand the patterns that emerge from policy evaluation. Data interpretation to provide an in-depth explanation of the effectiveness of the parking policy. In this interpretation, researchers can provide recommendations based on the findings obtained [11].

3. Results and Discussion

3.1. Context

The transportation agency carries out parking management to provide services to the community. The transportation agency holds this parking matter because the Kutai Kartanegara Regency government gives the person in charge to be orderly and efficient. The level of parking needs in the economic area is increasing along with the development of community activities [12]. However, the challenges in the field are the limited parking space in strategic locations and the need for coordination in the arrangement of parking areas, which causes irregularities [13]. Therefore, improvements in parking

management and regulations are needed to accommodate the increasing demand from the community and visitors to the center of the events.

The Transportation Agency, in providing services to the community, parking management in Kutai Kartanegara, should function as a source of Regional Original Income (PAD), which has the potential to be worth IDR 206,719,500.00 from January to early November 2023 [14] PAD data shows that the contribution from the parking sector still needs to be improved, mainly due to the absence of a structured retribution system and consistent supervision of income from parking activities. This effort will not only increase regional income but also help improve the efficiency of parking management with a more integrated monitoring system [15]

As partners of the transportation service in managing parking affairs, parking officers also need to receive welfare. In this case, the welfare of parking officers operating in the field is often neglected regarding income and working conditions. Parking officers do not have adequate welfare guarantees, such as insurance or health insurance [16]. This welfare improvement can be done by ensuring that each officer receives a decent wage and the necessary social security to work more professionally and feel recognized as an essential part of the parking service system. Policy Innovation by Involving Third Parties Currently, parking policies in Kutai Kartanegara Regency have not fully achieved the expected goals, especially regarding structured and efficient services. To increase the effectiveness of the policy, the local government can develop policy innovations by involving the private sector as partners in parking management. Cooperation with third parties in parking management can improve the quality of service through a more modern and efficient system [17]. The Transportation Service can establish this partnership to develop technology-based parking services.

3.2. Input

The Kutai Kartanegara Regency Transportation Agency (Dishub Kukar) has implemented a Geographic Information System (GIS) to support the management of parking points and pockets in its area [18]. This GIS allows Dishub Kukar to map available parking locations for regular and incidental parking and helps determine the optimal number of parking attendants and managers. GIS not only functions for location mapping but also helps in decision-making regarding the addition of new parking points as the needs of the community increase, especially in centers of economic and tourism activities.

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| No | Nama | Kecamatan | Alamat | Status | Pemilik | Keterangan | Aksi |
|----|---|-----------|---|--------|-------------------------------------|--|------------------------|
| 1 | Maduningrat Depan Gereja 1 dan 2 | | Jalan Maduningrat Kelurahan Melayu Kecamatan Tenggara Kabupaten Kutai Kartanegara | Baik | Dinas Perhubungan Kutai Kartanegara | Jumlah Juru Parkir 2 Orang, Juru Parkir 1= Ukuran P= 30 m2, L= 1,5 m2, Potensi Kendaraan R2 dan R4 (Sehari) R2= ± 30 kendaraan, R4= ± 10 kendaraan, Potensi Pendapatan (Perhari) R2= ± Rp. 30.000, R4= ± Rp. 20.000, Juru Parkir 2= Ukuran P= 29,30 m2, L= 1,5 m2, Potensi Kendaraan R2 dan R4 (Sehari) R2= ± 29 kendaraan, R4= ± 9 kendaraan, Potensi Pendapatan (Perhari) R2= ± Rp. 29.000, R4= ± Rp. 18.000 | Detail |
| 2 | Maduningrat Depan Toko Bangunan | | Jalan Maduningrat Kelurahan Melayu Kecamatan Tenggara Kabupaten Kutai Kartanegara | Baik | Dinas Perhubungan Kutai Kartanegara | Jumlah Juru Parkir 1 Orang, Ukuran P= 19 m2, L= 1,5 m2, Potensi Kendaraan R2 dan R4 (Sehari) R2= ± 19 kendaraan, R4= ± 6 kendaraan, Potensi Pendapatan (Perhari) R2= ± Rp. 19.000, R4= ± Rp. 12.000 | Detail |
| 3 | Maduningrat Depan Toko Bangunan | | Jalan Maduningrat Kelurahan Melayu Kecamatan Tenggara Kabupaten Kutai Kartanegara | Baik | Dinas Perhubungan Kutai Kartanegara | Jumlah Juru Parkir 1 Orang, Ukuran P= 38 m2, L= 1,5 m2, Potensi Kendaraan R2 dan R4 (Sehari) R2= ± 38 kendaraan, R4= ± 12 kendaraan, Potensi Pendapatan (Perhari) R2= ± Rp. 38.000, R4= ± Rp. 24.000 | Detail |
| 4 | Maduningrat Lahan Kosong Samping Pos Satpol | | Jalan Maduningrat Kelurahan Melayu Kecamatan Tenggara Kabupaten Kutai Kartanegara | Baik | Dinas Perhubungan Kutai Kartanegara | Jumlah Juru Parkir 1 Orang, Ukuran P= 80,5 m2, L= 1,5 m2, Potensi Kendaraan R2 dan R4 (Sehari) R2= ± 80 kendaraan, R4= ± 26 kendaraan, Potensi Pendapatan (Perhari) R2= ± Rp. 80.000, R4= ± Rp. 52.000. | Detail |
| 5 | Maduningrat Depan Pangkas Rambut | | Jalan Maduningrat Kelurahan Melayu Kecamatan Tenggara Kabupaten Kutai Kartanegara | Baik | Dinas Perhubungan Kutai Kartanegara | Jumlah Juru Parkir 1 Orang, Ukuran P= 11 m2, L= 1,5 m2, Potensi Kendaraan R2 dan R4 (Sehari) R2= ± 11 kendaraan, R4= ± 3 kendaraan, Potensi Pendapatan (Perhari) R2= ± Rp. 11.000, R4= ± Rp. 6.000. | Detail |

Figure 1: Data GIS kantong parkir Kabupaten Kutai Kartanegara. Sumber:(Dishub Kukar, 2024).

The Kukar Transportation Agency flexibly regulates incidental parking activities through cooperation with community groups or third parties who can provide and manage temporary parking lots. This is often implemented during significant events or holiday seasons when parking needs to spike temporarily [19]. This form of cooperation contributes to maintaining traffic order and increasing income opportunities for local communities involved in parking management.

However, in the annual revenue plan, the Kukar Transportation Agency is still focused on improving governance rather than setting specific targets for parking fees. Parking revenues successfully obtained from public parking fees on the roadside and unique locations in 2022 were recorded as significant, reaching more than IDR 300 million. Still, effective governance and data transparency remain prioritized in efforts to increase PAD sustainably [20]. In the future, through the optimization of GIS and better coordination with related parties, the Kukar Transportation Agency is expected to be able to set more measurable parking revenue targets in line with the development of urban areas and the increasing need for parking.

3.3. Process

The basis for the implementation of parking in Kutai Kartanegara Regency is several policies, such as Kutai Kartanegara Regency Regulation No. 3 of 2011 concerning parking on the side of public roads, Kutai Kartanegara Regent Regulation No. 10 of 2018 concerning Guidelines for the Implementation of Subscription Parking Services on the Side of Public Roads, and Kutai Kartanegara Regency Regional Regulation No. 1 of 2024 concerning Regional Taxes and Regional Retributions. The implementation of parking policies in Kutai Kartanegara Regency faces several challenges, especially

regarding the effectiveness of their implementation in the field. A regency with a large area and a diverse distribution of parking points complicates the supervision and implementation of policies throughout the region [21]. One of the obstacles faced is the limited number of parking officers, which often causes the management and enforcement of parking regulations to fail to be optimal at various strategic points. The involvement of stakeholders, such as local communities or the private sector, still needs to be improved in parking management, even though their participation has excellent potential to increase the effectiveness of the policy.

Kutai Kartanegara Transportation Agency has a policy allowing local parking officers to manage parking pockets, but this implementation still requires better data collection and concrete policy support [22]. One of the main obstacles is the need for Standard Operating Procedures (SOPs) that the Transportation Agency can consistently apply. Although the SOP has been formulated, limitations in supervision and implementation mean that it has yet to function optimally in the field. In addition, limited resources and an immature system still cannot be used to address parking problems in general.

Specifically, the Kutai Kartanegara Transportation Agency can optimize its efforts by taking further steps to record the number of parking officers and the potential for parking pockets that can be managed collaboratively [23]. The mapping can also help expand local communities' access to parking activities officially managed by the government. This effort will help the parking management process distribute resources more efficiently, thereby increasing Local Original Income (PAD) and providing economic benefits for local parking officers.

3.4. Product

The product of the parking management policy in Kutai Kartanegara Regency directly impacts the satisfaction of the community that uses parking services. One of the strategic steps in this policy is the addition of parking pockets, which aims to expand parking access to areas outside Tenggarong, which is the center of government in Kutai Kartanegara Regency. This needs to be done, along with improving the economies of other regions [24]. This policy aims to ensure the convenience and availability of parking spaces, especially in crowded centers and tourist locations, to increase the satisfaction of parking service users.

The increase in Local Revenue (PAD) from the parking sector still needs to be improved. One of the main obstacles is the limited source of retribution, which currently

only comes from daily parking, which means that the potential income has yet to be fully utilized [25]. The Kukar Transportation Agency has the opportunity to develop a subscription parking option, especially in busy locations and with ongoing parking demand. This policy can significantly increase regional revenue and offer a more practical solution for the community, especially those who often use parking facilities in economic activity centers. GIS data can be maximized to analyze parking needs and locations, and local governments are expected to optimize the placement of officers. Parking and parking management [26]. Some policies have been made and need to be maximized by subscription parking and expanding the reach of parking pockets [27]. This evaluation helps identify potential improvements and provides a basis for the Kukar Transportation Agency to consider additional steps, such as increasing the reach of parking pockets and developing subscription parking options in strategic areas often visited by residents and tourists.

4. Conclusion

This study concludes that parking management in Kutai Kartanegara Regency, carried out by the Kutai Kartanegara Regency Transportation Agency, can potentially increase Local Revenue (PAD). Parking services, as one of the public services, run well but face various challenges. Support for Geographic Information System (GIS) technology and potential cooperation with third parties, Kukar Transportation Agency can overcome existing limitations, such as limited parking space, lack of stakeholder involvement, and the need to improve the welfare of parking attendants. The development of subscription parking policies and the addition of parking pockets in strategic areas and centers of economic activity can potentially increase PAD and public satisfaction. Evaluation of the implementation of this policy shows the need for more effective SOPs and policy adjustments to be more responsive to the dynamics of community needs and tourist visits.

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