

TRAFFIC MANAGEMENT NOTE NO. 28

Guidelines for the Implementation of Car-Share Parking

Introduction

This Traffic Management Note provides guidance for the implementation of dedicated on-street car-share parking. Whilst parking management is a local government matter, these guidelines are provided to promote consistency that will benefit the road system, road users and Councils.

General

Car-share schemes have seen significant growth in the US and in many European countries and are slowly growing in Australian cities. These schemes represent an innovative form of transport. Car sharing spreads the ownership of a car over multiple users. This gives people greater transport choice without the financial constraints and environmental impacts of owning and driving their own car.

Many municipal authorities around the world are embracing car-share schemes in an effort to improve the access and priority of sustainable transport modes within their communities. Facilitating car sharing, and encouraging the public to consider it, are roles that Local Government can play in directly influencing transport behaviour change.

How Car Sharing Works

Car-share schemes are operated by private car-share companies, who provide access to a fleet of cars distributed across an urban area. Private citizens and businesses can become members of a car-share company, and use the cars as needed for a predetermined fee. Membership registration is administered online at a car-share operator's website. A personal access card is given to members, allowing access to the cars when booked. The keys of the car are located within the vehicle itself. A car will not unlock unless it is booked by that specific user.

The booking of cars is controlled through the car-share operator's website or over the phone. Members select a car at a location convenient for them and nominate the duration of their booking from one hour to multiple days.

Other operational details can be provided by respective car-share operators.

Benefits Of Car Sharing

The reported benefits of car sharing are summarised below:

Economic

- ☐ Cheaper transport: Car-share fee structures bundle the costs of maintenance, petrol, registration, cleaning, and parking. The costs incurred by members are reduced significantly. For people travelling less than 15,000 km per year, car sharing is often cheaper than owning their own car.

Environmental

- ☐ Reduced greenhouse emissions: Car-share schemes often comprise a fleet of cars which are compact in size with low greenhouse gas emissions. For a given trip, the use of a more energy-efficient car provides a net benefit.
- ☐ Reduced energy and resource consumption: Car-share schemes reduce the consumer demand for private vehicles, thus reducing emissions and resource consumption associated with the production of motor cars.
- ☐ Reduced car travel: The nature of car sharing encourages people to consider other options before driving. Because the car has to be booked in advance, a mental barrier is created which leads to greater consideration of other transport modes. Studies have shown that car sharing can reduce driving for participants by up to 40 to 60%¹.

Social

- ☐ Greater Mobility: People who cannot afford, or do not have access to, their own car are afforded greater mobility with car-share schemes.
- ☐ Reduced car parking: Studies show that one shared car can replace up to 14 privately owned cars, resulting in much less need for parking in valuable public space.

Definitions

The following definitions apply to the guidelines:

- ☐ A car-share vehicle is a vehicle made available for exclusive use by the members of a car-share scheme;
- ☐ A member of a car-share scheme is a person who has fulfilled membership requirements with a car-share operator to become a member of a car-share scheme;
- ☐ A car-share scheme is a scheme which provides access to vehicles for its members. There are no casual non-members of a car-share scheme as is the case with car hire or car rental companies.

Guidelines

Allocation of Car Parking Spaces

Councils should formalise an on-street parking strategy reflecting generic categories of land use (i.e. shopping precincts, residential, commercial) and the prioritisation of kerbside parking allocation. This strategy must then be used to assist in any discussions with the local community regarding the allocation of on-street parking for car-share vehicles.

¹ K. Steininger, C. Vogl and R. Zetzl (1996), "Car Sharing Organizations," *Transport Policy*, Vol. 3, No. 4, pp. 177-185.

The allocation of car-share parking should also take into consideration the provision of other zones (residential, bus, taxi, loading and disability zones). Councils should seek advice from the relevant stakeholders in relation to any proposed changes to these zones.

It is the intention of the car-share scheme that allocated authorised car-share parking provides a 'home' parking space. An allocated parking space should be used by only the designated vehicle to provide a consistent pick up/drop off location for car-share members and should not be used by visiting or other car-share vehicles.

Councils should engage in negotiations with car-share operators to determine suitable locations for car-share parking spaces.

Car-share parking spaces shall not be provided in locations where parking or stopping is prohibited by Road Rules Victoria.

Councils may elect not to mark a designated bay for car-share, and instead issue a residential permit that enables the car to be parked anywhere in a designated permit zone.

Council Administration of Schemes

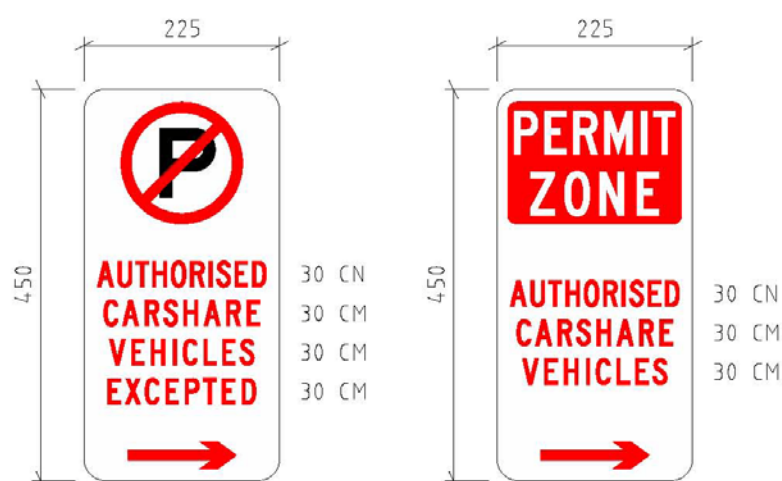
Councils will need to consider all aspects of implementing on-street car-share parking, including any costs incurred (and cost recovery), legal requirements (including insurance and satisfying different car-share service providers) and Council's role (financial and/or operational).

Councils must issue the car-share operator with written authorisation for the use of each car parking space. This will typically comprise a contractual agreement between the operator and the Council, defining the terms, conditions and timeframes.

Parking Control Signs

The signs used to designate car-share parking bays must conform to one of the following three types of signs, as follows:

- ☐ Permit Zone signs with the wording, **AUTHORISED CARSHARE VEHICLES**
- ☐ No Stopping signs with the wording, **AUTHORISED CARSHARE VEHICLES EXCEPTED**
- ☐ No Parking signs with the wording, **AUTHORISED CARSHARE VEHICLES EXCEPTED**



Advertising

There is to be no form of advertising associated with the car-share scheme placed on or with any traffic control devices. Commercial advertising is prohibited on traffic control devices under Regulations under the Road Safety Act.

Any advertising separate from the traffic control devices is subject to Council approval. The following factors should be taken into consideration when assessing applications:

- ☐ Ensure that it is not a distraction to passing drivers. (Information should face towards pedestrians rather than towards the road).
- ☐ Ensure that it is not disruptive to pedestrian traffic.
- ☐ Ensure that the item is constructed in a manner that does not become hazardous if struck by a vehicle.

Enforcement

Enforcement of all car-share parking spaces is the responsibility of the Council. Councils may choose to liaise with car-share operators to detect infringements. As illegal use of car-share spaces causes considerable inconvenience to car-share users and operators, it is recommended that Councils provide a high level of responsiveness following a report of illegally parked vehicles in car-share spaces, including after hours. Such enforcement arrangements may be part of the agreement between the Council and the car-share operator.

As a car-share parking space is controlled by Permit Zone or No Parking or No Stopping signs, Road Rules 167, 168, 185 apply.

To facilitate accurate enforcement, car-share vehicles must have some external markings so that they can be readily distinguished from other vehicles.

Car-share operators will further assist enforcement by providing a list of car share vehicles to be used within a Council area. This list may need to be updated frequently as car-share operators constantly rotate their vehicles between Council areas. This will allow enforcement officers to readily detect illegal vehicles within car-share parking spaces.

Funding

Councils may either recover the administration and the implementation costs from the car-share operator or may choose to fund the scheme from their own finances.

For further information: Please visit www.vicroads.vic.gov.au. Telephone: 03 9854 2341

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