

Inner Melbourne Action Plan

Progress Report

Action 3.3 - IMAP Regional Approach to Parking Management

Background

1. IMAP Action 3.3 has previously considered the role of car sharing in the IMAP region.
2. The Cities of Melbourne & Stonnington have recently partnered on a research project conducted by an independent consultant to further investigate the benefits and potential of car sharing, in order to build stronger policy, and improve Council support for the schemes.
3. The report from this project ("the GHD report") is complete. It makes a strong case for IMAP councils to support car sharing and identifies significant benefits to the community from doing so. The following discussion is a summary of its findings provided to the IMAP Steering Committee for reference and information. *[Please note that, due to the size of the GHD report, this has not been distributed. Copies will be available at the meeting].*

Discussion

4. The IMAP region is the most suitable place in Melbourne for car sharing. The GHD report identifies that car sharing will deliver the greatest benefit in areas with the following characteristics:
 - a. **Higher urban densities** bring a larger customer base within walking distance of each car sharing vehicle. Dense neighbourhoods also tend to have lower levels of car ownership and use;
 - b. **Mixed land-uses** (residential, retail, services, social and commercial) bring people closer to services and facilities and therefore reduce the need to travel by private car for most journeys. Areas with a good mix of residential and business will optimise the efficiency of each car sharing vehicle;
 - c. **Good access to public transport, cycling and walking**, so that the majority of journeys can be made without needing a car;
 - d. **Parking problems**. In areas with parking problems, parking is less convenient, making car sharing more attractive (to reduce the demand for parking); and
 - e. **Importance of on-street parking** bays for car sharing vehicles, ideally with educational signage, to maximise visibility so as to increase awareness of availability of services to residents and businesses in the precinct.
5. Car sharing is a recognised sustainable transport service, at federal, state and local government level. It strongly complements and encourages the use of public transport, walking and cycling.
6. A strong policy context exists to support car sharing in Melbourne, Stonnington and all inner suburbs. All Central Activity Districts [CADs] present opportunities for car sharing to succeed based on the 'factors for success' outlined in the report.
7. Car sharing supports Melbourne's policy goal of increasing residential density in the city and also in other CADs across the metropolitan area.
8. Car sharing enables lower parking provision in new development. This reduces the cost of residential and commercial property and "locks in" lower car use by the occupants of those developments.
9. Car sharing provides significant economic, environmental and social benefits which have a strong evidence base. Cities across the world are supporting car sharing because of these benefits.

10. For every car sharing vehicle, nearly 8 private cars are removed from Melbourne's roads. Car sharing results in less driving and more trips by public transport, cycling and walking for residential and business customers.
11. Car sharing has significant potential to reduce parking demand (on-street and off-street) and the amount of land required for private car use. The latter creates opportunities for Council to reclaim valuable land for public realm improvements, which contribute to a more liveable and attractive city.
12. This creates a virtuous cycle contributing to a stronger economy, as Melbourne / Stonnington become places which retain and attract highly skilled workers. However, these opportunities can only be realised if Councils strongly support car sharing as something that stimulates the use of sustainable and efficient transport rather than treating it as private car use.

13. Summary of specific recommendations:

- a. Raise awareness of the concept of car sharing and its benefits;
 - i. among Council officers and Councillors;
 - ii. within the residential and business community;
- b. Run a pilot project to promote the integration of car sharing with public transport as complementary sustainable transport services.
- c. Map the 'factors for success where car sharing succeeds' in Melbourne and Stonnington and estimate the potential uptake.
- d. Develop a standard design for car sharing infrastructure, in collaboration with VicRoads, for all Councils in Victoria.
- e. Improve the efficiency of approvals, reduce administration burden on Council and to reduce risk to the Car Share Organisations [CSOs].
- f. Develop (potentially through IMAP), guidelines and templates for applications for new car sharing pods to support an improved application process.
- g. Support car parking waivers for the provision of car sharing in new development through development applications.
- h. Develop a car sharing policy as the key reference source for all Council officers.
- i. Develop a car sharing strategy to articulate the recommendations of the research report.
- j. City of Melbourne to run a 12-month network densification trial within the Hoddle grid.

Recommendations

14. That the IMAP Implementation Committee resolves to:
 - a. **Note** the findings of the GHD Report on Car Sharing
 - b. **Adopt** the car sharing concept in principle