



City of Melbourne Draft Car Share Guidelines

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Attachments

1. Car Share map for City of Melbourne
2. Car Share Pod Application Form
3. Sustainable Transport Hierarchy

Introduction

What is Car Sharing?

Car Sharing is a recent transport solution which has seen great success in European and North American cities, and is now available in a range of Australian cities.

Car Share Organisations (CSO's) own and maintain a vehicle fleet which is spread across an urban area, in accessible and preferable locations.

Residents and businesses are able to gain membership to a CSO, and can then book the use of a shared car as they need. Car Share offers the advantage of occasional car use without the costs and responsibilities of car ownership. It is more flexible and convenient than hire car systems.

The benefits of Car Sharing

There are far reaching benefits arising from community participation in Car Share schemes. The potential net triple-bottom-line benefits of Car Sharing are best represented in the below diagram, however we can also isolate the benefits as they relate to the Community and the City.

The community (both residential and commercial) benefits from;

- significant reductions in transport costs;
- reduced environmental footprint from personal and business related transport journeys;
- induced participation in active and public transport – significant social, health, environmental and economic benefits arising from an uptake of these. This is because car sharing requires people to think before choosing a car for their journey, often leading to a mode shift to other transport options available such as walking, cycling and public transport.

The City benefits from:

- reduced residential parking needs, as each car share vehicle is known to take a significant number of cars off the road¹;
- reduced car trips due to need to 'think before driving' helping meet amenity and environment goals;
- increased mobility options for residents that assists in meeting affordable living goals;
- a 'cleaner' transport network, as CSO's utilise zero or near zero emission vehicles.

The impacts of Car Sharing on car ownership and mobility.

Business as usual

- Car Owner → sells private car = Net reduction in car ownership, but disadvantaged by loss of mobility
- Non-Car Owner → buys private car = Net increase in car ownership, and improved mobility

With Car Share

- Car Owner → Joins Car Share → sells personal car(s) = Net reduction in car ownership, maintains mobility.
- Car Owner → Joins Car Share → keeps personal car (s) → avoids buying additional cars = Net reduction in car ownership, maintained mobility.
- Non-Car Owner → Joins Car Share → = No net change to car ownership, improved mobility.

¹ This net reduction in the number of cars 'on the road' occurs when residents (or businesses) chose car sharing over buying a new car, or are able to sell their second (or third) car as a result of joining a CSO. The US Transit Cooperative Research Program has estimated that 1 Car Share car can (in the appropriate city and social context) take up to 15 cars off the road.
Draft Car Share Guidelines – City of Melbourne

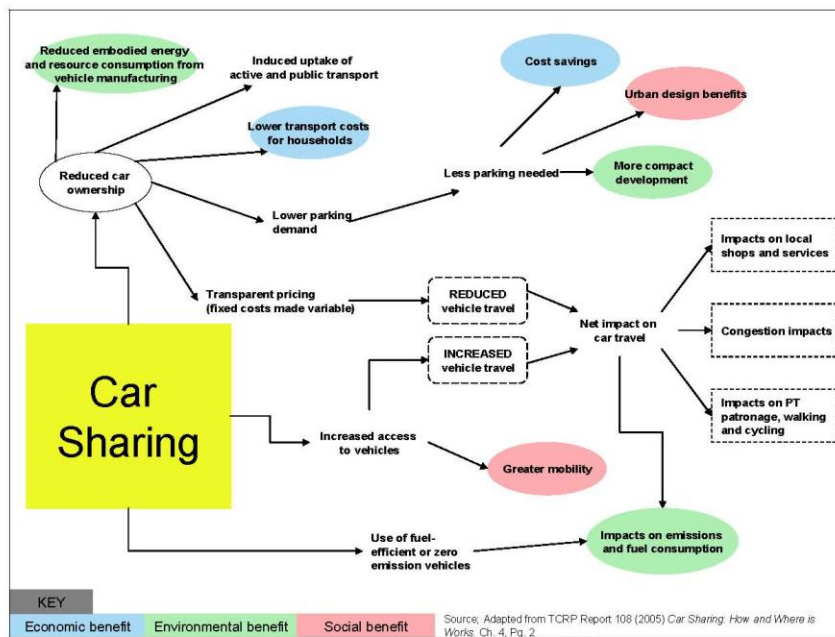


Figure 1: Potential Benefits of Car Sharing

Car Share overseas

The Car Share concept has been evolving since the 1970's, and has strong roots in central Europe where several schemes were first established. Differing Car Share scheme structures have since spread throughout the world, and can now be seen and experienced in over 800 cities.

Car Share in Australia

CSO's have been operating in Australia since 2003 and there are currently three operators nationwide. The take up of Car Sharing has been slow in Australia, which can be attributed to a variety of cultural and spatial characteristics of our major cities.

Whilst the challenges facing Car Share in Australia are significant, the potential gains for community mobility and transport system connectivity in our cities are substantial.

The City of Melbourne has been supporting Car Share schemes since 2005, and has strong policy support identified in *Moving People and Freight (Transport Strategy 2006-2020)*. Other Victorian municipalities to support and facilitate Car Sharing include the Cities of Port Phillip, Yarra, Moreland and Darebin.

Local Governments around Sydney, such as North Sydney Council and the City of Sydney, also support Car Sharing through policy and practical mechanisms. Brisbane City Council and the City of Adelaide are also encouraging the Car Share concept as a transport priority.

In addition, the City of Parramatta, Randwick City Council and the City of Yarra have supported the integration of car share vehicles into their Council fleet operations through being active subscribers to car share vehicles based at Council offices.

National and State support

Federal Government

The 2004 report *Car Sharing: An Overview*, prepared by the Department of the Environment and Heritage – Australian Greenhouse Office, provides an overview of the Car Share concept and its benefit to community mobility and urban development. This report is a useful reference for building understanding of Car Sharing, however does not specify any specific policy support for such schemes.

State Government

To date, the Victorian Government provides no specific policy support for Car Share schemes.

How can Local Government support Car Share as a viable transport mode for the community?

Car Share schemes require substantial understanding and support at Local Government level. As municipal authorities control the provision of on-street (and in some instances off-street) parking supply, and enforce parking restrictions in these bays, policy and practical support is essential if Car Share schemes are to achieve its full potential.

In accommodating Car Share vehicles in public parking spaces, Local Governments have the ability to prioritise these schemes to realise maximum community and city benefits. Essentially, by providing preferable parking bays to CSO's, Local Government can play a significant role in promoting Car Sharing to residential and business communities.

Local government can also support Car Share through communications and linkages with the business and residential community.

Regional collaboration

Inner Melbourne Action Plan (IMAP)

The IMAP region encompasses the Cities of Melbourne, Yarra, Stonnington and Port Phillip.

As a structured and supported grouping of Councils, IMAP has the ability to coordinate guidelines for local government support of car share services.

Other collaborative transport forums and groups

The Melbourne Transport Forum (MTF) and the Municipal Association of Victoria (MAV) provide Local Governments with supportive avenues to gain support, and coordinate on various issues, including sustainable transport options. The development of guidelines that assist Local Governments to facilitate Car Share schemes is encouraged at these higher levels of collaboration.

It is noted that Car Share schemes are currently only financially viable in the more densely populated areas of the inner city. There are options for Car Share services to be subsidised in certain locations if desirable, or established with a partner that provides a regular and consistent demand.

Vic Roads

As the overarching state level for road governance, Vic Roads has the statutory ability to make provision for Car Share parking standards, and factor in Car Sharing for its benefit to transport systems. Collaboration with Vic Roads is considered necessary for grounded understanding of Car Share as a legitimate parking and transport option for Melbourne.

It would be valuable for a recognised symbol to be established for Carshare, along similar lines of the well recognised blue 'P' signs for parking. This would help people to value Carshare as a valid transport mode as well as establish valuable product recognition for the service. Vic Roads could lead this initiative in Victoria and work with partner organisations in other States to achieve a nationally recognised symbol.

Car Share: The Role of the Market

Many Car Share management concerns are resolved by the market. This includes:

- Location of sites to best meet demand
- Avoiding use of cars for commuter purposes (cost prohibitive)
- Avoiding car share cars parking in the wrong bay (companies manage this efficiently as their members register complaints if the car is not in its pod when needed.)

Advice from car share companies is that in Australian cities only the CBD and very inner areas have the population density to financially support car share. If car share is to be set up in low density areas it may need to be subsidised, or tied to a guaranteed user (eg business)

City of Melbourne Car Share Guidelines

Car Sharing is recognised as a genuine transport option for the City's residents and businesses in Council's Community Plan *Future Melbourne*, and Council's Transport Strategy *Moving People and Freight*.

The following policy has been developed to ensure Council maximises all potential support mechanisms, in order to advance the function of Car Sharing in the municipality.

Car Share principles

The following principles have been identified by the City of Melbourne as a guide to further develop and support Car Share services in the municipality.

- *Sustainable transport:* The City of Melbourne considers car share services to be an important sustainable transport solution for local residents and businesses. Car Sharing is considered to be a preferable alternative to car ownership in the City of Melbourne.
- *Support delivery of Car Share services:* Enable Car Share to be provided as a commercially or cooperatively run service, and work with market demand as it relates to number, siting, and use of the cars.
- *Support consistent delivery of car share services to local residents and businesses:* Ensure Council processes do not cause needless disruption of service to the community through changes in location of car share services.
- *Cost recovery:* Assist the start up phase of the Car Share industry which is vulnerable in its first years of establishment. Forego cost recovery from car share companies for the use of public space until such time that the car industry is financially sound.
- *Provide clear, efficient and transparent support:* Set out clear decision-making and support processes for allocating parking bays, enforcing permits, and managing contracts.
- *Link to community:* Develop communication programs with the business and residential community to support Car Share services.
- *Research:* Assist the Car Share industry in researching the impacts, benefits and future potential of car sharing as a sustainable transport option.

Targets

- a. Car Share services will be located within one kilometre to all residents and businesses within the City of Melbourne* by 2015.

* except for the industrial precinct of Fisherman's Bend and Port of Melbourne

Policy Commitments

Car Share parking space allocation:

1. Council will provide on street parking spaces, special permits and access to off street spaces for Car Sharing activities throughout the City of Melbourne. Spaces will be assessed against clear application criteria, including:
 - a. Provision of 'green sign' parking space to avoid public transport zones, disabled areas, loading zones and taxi zones. This is to be consistent with the IMAP Sustainable Transport Hierarchy (see Attachment 3).
 - b. Safe pedestrian access to the parking space including good lighting for safe night use.
 - c. Easy access to public transport including train, bus, and tram stations.
 - d. Free from third party advertising.

These provisions are set out in the draft application form at Attachment 2.

2. Council will be efficient and reliable in considering parking bay allocation for Car Share use, and in issuing relevant parking permits.
3. Council will provide advice to the Car Share industry about preferable locations for Car Share services.

Car Share limitations:

4. Council will not support Car Share services that are reliant on third party advertising for on-street vehicles.
5. Council will not support Car Share services that do not utilise environmentally efficient vehicles.
6. Council will not support Car Share services with fee-structures that support commuter-driving.
7. Council will remove access to any Car Share site where management conditions and Car Share availability for the public is not maintained.

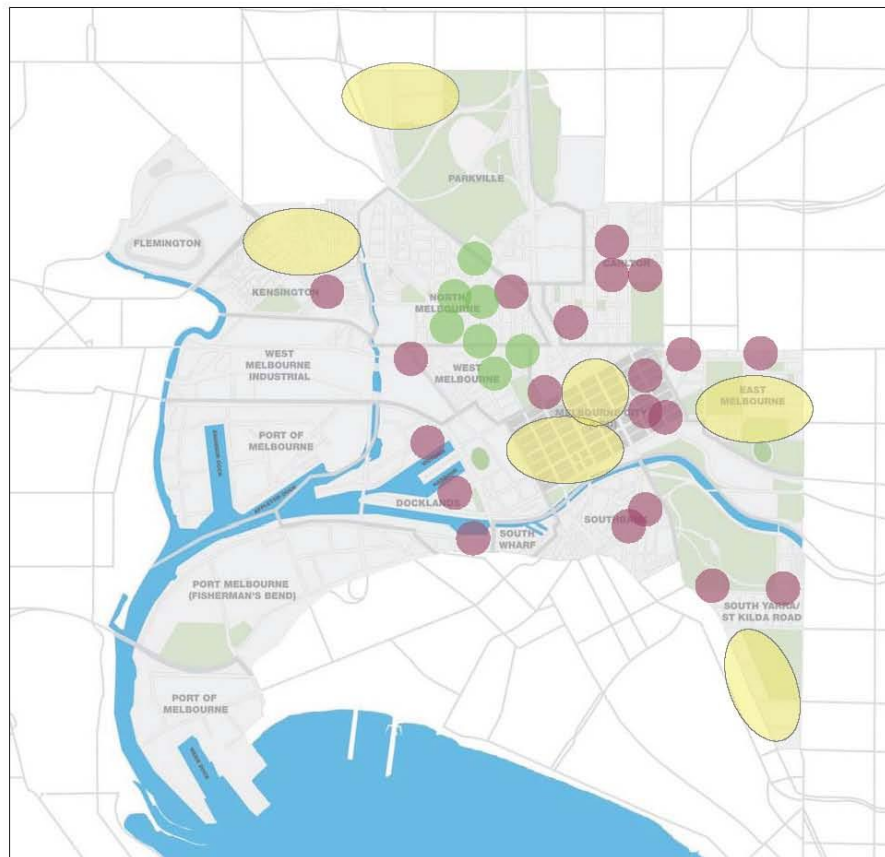
Car Share local support

8. Council will communicate the potential benefits of Car Sharing to the community, including linkages with the business communities to support Car Share services.
9. Council will enable local car share cars to park temporarily in all areas, subject to an arrangement whereby members forego individual car parking entitlements. This is allowed on the understanding that the short term parking will be limited by the hourly charge for car share cars.
10. Council will pursue parking permit and planning policy solutions that support car share and assist in lowering car ownership rates.
11. Council to use car share services where appropriate to reduce the need for Council-owned fleet vehicles.

Car Share industry support

10. Council will work with other local governments to encourage consistency in providing for Car Share.
11. Council will lobby for State and Federal policy commitments that aid Car Share as a genuine transport solution for Australian cities.
12. Council encourages the establishment of a Car Share industry association to resolve common issues, and to explore interoperability issues where required to meet the needs of local users.

Attachment 1 – Current, pending and preferred Car Share locations



- Approved and operational Car Share pod - with highlighted 200m 'walkability radius'
- Approved but pending Car Share pod – with 200m 'walkability radius' highlighted
- Preferred locations for future Car Share pods

Attachment 2 – Application Form



Proposed Car Share Site/s

Company:

Map

Location (precinct):

Where are the nearest pods?

Where will the users primarily come from?

Description of precinct:

Please provide a map showing the general area of the proposed Car Share pod(s). Please include any existing car share pods in the area.

Checklist

	Criteria	Company check		CoM Check	
Essential	Are there 'Green Sign' parking bays in the area?	Y	N	Y	N
	To avoid loading zones, bus and taxi zones and disabled areas.				
	Can pedestrians safely access potential parking bay?	Y	N	Y	N
	Located in well exposed and lit areas for safe night use.				
	Can the car share bay be easily accessed by public transport?	Y	N	Y	N
Preferred	Located within 100 metres of bus, tram, train.				
	Is the car intended for this spot free from third party advertising?	Y	N	Y	N
	Is the proposed bay within walking distance to businesses?	Y	N	Y	N
	Is the potential bay available on the kerbside.	Y	N	Y	N
	Preferred over centre parking for safety reasons.				

Have you considered off-street car parking? If so, where?

Why is on-street parking preferred for car sharing in this instance?