



Car Share Policy

Version 1.3, April 2023



Policy governance

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City Planning & Sustainability

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Strategic Transport, Transport Safety, Parking Enforcement, Property and Assets, Community Building and Inclusion, Sustainability and Climate Change

Relevant Legislation:

Road Management Act 2004

Associated Strategic Direction 2:

City of Port Phillip Car Share Policy



Liveable: A City that is a great place to live, where our community has access to high quality public spaces, development and growth are well-managed, and it is safer and easy to connect and travel within

Associated instruments:

Move, Connect, Live Integrated Transport Strategy 2018- 2028

Car share policy guidelines April 2023

Supersedes:

City of Port Phillip ***Car Share Policy 2016 - 2021***

Review History:

Name	Content Manager File Reference	Date	Description of Edits
Car Share Policy	#	12/04/23	Update to the 2016 Car Share Policy Separated attachments into accompanying Car Share Guidelines document.



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1 Purpose

This policy provides strategic direction for the management of car share in public on-street and Council managed off-street parking spaces in the City of Port Phillip and support for car share in new developments. It includes Council's approach to expansion of this service.

The Policy will be implemented through Council's Car Share Guidelines and should be read in conjunction with these. The Guidelines outline the responsibilities of car share providers and Council and the processes for expansion and management of this service.

2 Background

Car share is an innovative transport offering that enables users to gain short term access to cars on an "as-needs" basis, helping to manage car-dependency and the fixed costs associated with owning a car. Car share assists in the provision of an integrated and sustainable transport network by providing a transport option for journeys that cannot be undertaken by walking, cycling or public transport. This aligns with the Council Plan 2021-31 key objective: Liveable: making it easier to connect and travel within our City.

Move, Connect, Live: Integrated Transport Strategy has a target to keep the number of cars in our City to 2015 levels to avoid an increase in traffic and parking pressures on our streets. Car share is an effective way that Council can reduce parking pressures on our streets. Research shows that car share members are more likely to avoid buying a car or defer the purchase of a second vehicle, reducing car ownership (freeing up residential parking spaces), and reducing car use which reduces traffic congestion.

The City of Port Phillip Car Share Policy 2016 – 2021 (the 2016 Policy) has been recognised by industry and other government agencies as demonstrating national leadership.

The 2016 Policy set targets for the minimum number of car share vehicles by precinct to reach a total of 330 vehicles and a membership target of 10 percent of the population and adopted a demand responsive approach, expanding outwards from proven markets where usage and membership growth were highest.

From 2016 to 2022 car share expanded significantly with the number of vehicles available rising from 86 to 215 (including off-street but excluding peer-to-peer-services) and number of members increasing from 2996 to 9007 people. The expansion of car share vehicle numbers and participation was impacted by COVID-19 restrictions and the withdrawal of two providers (from the City of Port Phillip). Two of the remaining qualified providers increased their fleet sizes by successfully being awarded vacated bays. This resulted in a contraction of the total number of car share vehicles available in our City. In 2022 a new provider qualified bringing the total number of providers to four.

With the easing of travel restrictions, usage and membership growth have resumed.



3 Approach

This Policy aims to increase the use of car share across the city through the development and management of a network of easily reached, well distributed, affordable car share vehicles.

An increase in use of car share will result in lower private vehicle ownership, as one car share vehicle replaces an average of 10 privately owned vehicles. This assists Council to:

- Improve parking availability
- Reduced traffic congestion as people make more trips by other modes
- Reduce greenhouse gas emission through reduced vehicle ownership and trips

These benefits generate secondary benefits including:

- social equity as people can access a vehicle without the prohibitive cost of owning one
- increased physical activity through increased walking
- greater local expenditure

This policy aims to:

1. Lower barriers and provide access to car share for the local community
2. Expand car share across the municipality to provide coverage to ensure equity and reduce the barrier of distance from residences to car share vehicles
3. Provide targets for expanding the number of car share vehicles
4. Provide targets for the number of memberships in car share schemes as a percentage of our City's population
5. Outline the rationale for car share fees and charges
6. Provide strategic direction for the accompanying Car Share Guidelines



4 Definitions

Table 1: Definitions of terms

Term	Definition
Car Share	A service that allows car share members to reserve commercially owned vehicles for short term access on an as needs basis. Cars have designated bays on-street.
Car Share Guidelines (the Guidelines)	Accompanying document that outlines how the Car Share Policy will be implemented in our City.
Car Share Member	An individual or business approved by a car share provider to utilise that provider's car share vehicles.
Car share operators	Includes peer-to-peer operators as well as qualified CSPs
Car share providers (CSPs)	Approved as qualified by Council to apply for on-street car share bays and provide vehicles for their members to use.
Car Share Vehicle	A vehicle for the exclusive use of car share members who have fulfilled membership requirements of the car share scheme.
Council	City of Port Phillip
Off-street car share bays	Dedicated parking spaces in off-street car parks, residential, commercial, or mixed-use developments.
On-street car share bays	Dedicated parking spaces located on local and arterial roads, which are occupied by a vehicle provided and managed by the respective CSP.
Peer-to-peer car share	Privately owned vehicles are 'shared' through online platforms or informal agreements. Cars are not owned or maintained by a CSP, and do not have designated bays on-street or agreements through Council.
Barriers to use	Barriers to use come in many forms including safety concerns, access, and ability to use technology, access to information about services and how to use them.



5 Responsibilities

Table 2: Roles and Responsibilities

Role	Responsibility
Car Share Providers (CSPs)	Responsible for providing documents to become qualified, as outlined in the Car Share Guidelines and providing public liability, vehicles, membership, and levels of service that meet requirements, providing regular and annual reports and maintaining vehicles as outlined in the Car Share Guidelines.
Council	Responsible for setting car share bay allocation, the approval of car share CSP eligibility qualification, consulting adjacent properties, installation of on-street car share bays and promoting the benefits of car share, the application process for new on-street car share bays and the car share, performance management and enforcement procedures as described in the Guidelines. Responsible for updating the planning scheme and associated documents including planning permits to include car share in appropriate new developments.
Developers and Body Corporates	Responsible for meeting the requirements of the planning scheme and planning permits and ensuring that the operation of the development continues to comply with the planning permit and conditions relating to car share vehicles and bays within the development.

6 Scope

In Scope

- Installation and management of car share bays on the public road network within the municipality
- Expanding the network of vehicles
- Changes to on-street parking controls and line marking for car share bays
- Supporting the provision of car share vehicles within developments including through the application of the Port Phillip Planning Scheme.
- Rationale for fees and charges

Out of Scope

- Installation of car share bays on private property
- Peer-to-peer car share schemes where private individuals rent their own vehicles are excluded from this policy except for the purposes of promotion.
- This policy does not apply to any agreement between CSPs and a third-party entered for the purposes of providing a car share vehicle within a privately owned property.



- Annual changes to fees and charges to CSPs, these will be determined through the annual Council budget process.

7 Targets

For Car Share to be a viable transport option and an alternative to private vehicle ownership Council seeks to create a network of car share vehicles that provide municipality-wide coverage to ensure ease of access to the service for all members of the community.

7.1 Number of car share vehicles

Council seeks to realise a network of at least 330 car share vehicles (not including peer-to-peer) across the municipality by 2028. Expansion is intended to increase the use of car share and stabilise the level of private vehicle ownership and use within the municipality.

Expansion from 200 on-street car share vehicles in 2022 to a minimum of 330 car share vehicles by 2028. This could be achieved with the installation of about 26 new car share vehicles on-street each year from 2023/24 to 2027/28.

This target may be amended upwards based on levels of car share usage, membership per vehicle and the benefits of car share quantified through monitoring and reporting data supplied by the Car Share Providers to Council.

7.2 Members

Council will work with car share operators to promote car share and increase membership in car share schemes to from 9 percent (or 9007 memberships) to 12 percent of the eligible population over 18 years.

7.3 Coverage

Council will work with car share operators toward achieving a coverage target of a maximum distance of 250m to a car share vehicle for 90 percent of properties outside Fishermans Bend by 2028 to make it easier for most people to participate in car share. The current coverage is about 81% outside Fishermans Bend.

Council will allow CSP to trial car share vehicles in a limited number of unmarked locations in streets without parking restrictions for up to 8 months to prove demand prior to incurring the cost of installation. A review of any such trial will be conducted after three months of operation and will include a review of utilisation and feedback from the community.

Investigate establishing multimodal mobility hubs around public transport nodes with other shared transport services such as e-bikes and e-scooters to complement car share.

Additional vehicles will be needed in areas with high demand to maintain and improve reliability.



7.1 Utilisation of vehicles

To ensure the best use of our limited on-street parking space, a target of a minimum of 60 hours per month usage for established individual car share vehicles has been included in the Policy. Monitoring and evaluation of this usage target is detailed in Section 8.

8 Responsibilities and management

The following are included within Car Share Guidelines:

- Car Share Provider Qualification Criteria
- Responsibilities of Car Share Providers (CSPs)
- Responsibilities of Council
- Siting Criteria
- Application Process for New On-Street Car Share Bays
- Terms of Agreement
- Enforcement Procedure
- Car share bays in new developments - location and design guidance

8 Monitoring and Evaluation

8.1 Reporting on targets

Targets outlined in Section 7 will be reported by operators quarterly. For more detail, please see the Car Share Guidelines.

8.2 Usage monitoring and data

Council will publish quarterly usage summaries of car share vehicles by area. Detailed reports will be treated as commercially confidential for 12 months from the date on which the reports are due to Council.

Where, if averaged over a period of three consecutive months, the usage of a car share bay is less than 60 hours per month, Council may ask an operator to show cause as to why the space should not be withdrawn and re-allocated. Operators will be provided with a reasonable period of up to 12 months (up to 18 months in unproven markets) following installation of car share bays to reach usage targets.

In the case of non-compliance with usage, supply of vehicles, vehicle emissions and any other obligations for car share providers, the City may, acting reasonably, suspend or revoke any or all spaces assigned to an operator, or suspend an operator's eligibility to apply to additional spaces.



Council will explore a multi-Council approach to developing an efficient data system to track and monitor targets across CSPs.

Opportunities for car share data to be made into Open Data will also be explored as outlined in Council's Open Data Policy.

9 Fees and charges

Council manages car share on a partial cost recovery basis. Council does not subsidise commercial operations but does seek to support the following benefits to our community: increased travel options, reduced parking pressures, reduced congestion, and reduced greenhouse gas emissions.

The establishment fee seeks to recover the costs associated with the approval and management of car share bays and vehicles including signage, line marking, and consultation.

An annual fee seeks to represent the value of a parking space in our City to our community, and offset ongoing costs associated with contract management and data management.

The introduction of higher fees for new vehicles in high demand bays, such as business activity centres, may be used to off-set lower fees in Council-identified priority locations outside proven markets.

Annual changes to fees are determined through the annual Council budget process.

In determining appropriate establishment fees and annual charges, Council takes into consideration the following factors:

- Officer time for administration
- The value of public space
- Broadening travel options for our community
- Demand for on-street car share bays
- The community benefits of car share
- Making car share affordable and a cost-effective alternative to owning a private car
- The role car share plays in realising Council's strategies and plans

10 Car share vehicles in new developments

Council supports providing car share vehicles within appropriate new developments to increase housing affordability and reduce the need for car parking and car ownership for the specific development as well as lessening the impact on the locality. It also supplements the on-street network of car share in the locality of the new development. Providing a car share scheme operated by a qualified CSP in new developments may support a reduction in the number of car parking spaces provided on-site.



Agreement with a qualified car share provider and 24/7-member access to the car share vehicle is required for viability of car share within new developments. This requires careful design and location of car share bays within developments at an early stage to ensure easy access to the car share vehicle and make it convenient to use. Guidance on the location and design of the car share bay within new developments is included within the Guidelines.

11 Best Practice Partnerships

Council will work with stakeholders to develop, and support continued best practice in the Melbourne region, including working with industry and government to investigate multimodal mobility hubs around public transport nodes with other shared transport services such as e-bikes, e-scooters, and car share

12 Relevant Policy

Car Share delivers on key objectives from the “Liveable, Inclusive and Sustainable sections of the **Council Plan**:

- **Liveable:** A City that is a great place to live, where our community has access to high quality public spaces, development and growth are well-managed, and it is safer and easy to connect and travel within

The Plan identifies “Getting around our dense inner City of Port Phillip” is one of eight long-term challenges and the need to address issues including:

Ours is the most densely populated municipality in Victoria, making transport, parking, and mobility critical issues in Port Phillip. Our Transport planning and advocacy must assist everyone to safely and easily move around and through our City.

- **Inclusive:** A City that is a place for all members of our community, where people feel supported and comfortable being themselves and expressing their identities.

The four-year strategies include:

Port Phillip is a place where people of all ages, backgrounds and abilities can access services and facilities that enhance health and wellbeing through universal and targeted programs that address inequities

- **Sustainable:** A City that has a sustainable future, where our environmentally aware and active community benefits from living in a bayside city that is greener, cooler, cleaner and climate resilient.

Council’s **Move, Connect, Live Integrated Transport Strategy 2018 – 2028** Outcome 5 recognises that – Our community benefits from new transport options and technology to move around including the following actions:

- Action 36: continue to deliver more convenient car share locations with providers and encourage car share provision in new developments.

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- Action 37: Review the **Car Share Policy 2016 to 2021**

Council's **Act and Adapt** Sustainable Environment Policy 2018 – 2028 recognises that “Reducing car use is a key way to reduce our City’s overall impact on carbon emissions and air pollution”.

Council's **Parking Management Policy 2020** provides a framework for the ongoing management of our existing 53,000 on-street and 4000 Council-managed off-street spaces used for parking.

It includes a hierarchy of parking allocation of kerb space to types of parking which best reflect the needs of people in a specific street or area. It identifies car share services having “Designated spaces for fixed-base car share vehicles, licensed by Council”.

As set out in Section 37 of the Victorian **Road Management Act, 2004** Council is the co-ordinating road authority for municipal roads and the responsible road authority for parts of declared arterial roads not used by through traffic including parking lanes.

12 Attachments

Car Share Guidelines

Port Phillip Car Share Review (2022) Movement & Place Consulting

Research for the City of Port Phillip’s Car Share Policy Review (2016) Philip Boyle and Associates Research