

POLICY NO: 7.7.2

CAR SHARING

INTRODUCTION

The purpose of this policy is to facilitate the successful introduction and implementation of car sharing within the City of Vincent.

OBJECTIVES

1. To outline the City's approach to car sharing;
2. To inform potential car share providers about the City's requirements and expectations in relation to the establishment and operation of car sharing schemes within the City of Vincent; and
3. To inform private land owners about the City's approval processes and requirements in relation to the provision of car sharing bays on private property.

DEFINITIONS

For the purpose of this policy, the following definitions apply:

Approved car share provider/operator means a car share provider/operator that meets the requirements for car share providers/operators set out in the attached Guidelines.

Car park means premises used primarily for parking vehicles whether open to the public or not but does not include any part of a public road used for parking or for taxi rank, or any premises in which cars are displayed for sale.

Car park owner means the entity that owns the land on which a car park is located.

Car park operator means the entity responsible for the operation of a car park.

Car share provider/operator means an entity operating a car sharing scheme.

Car sharing scheme means a membership-based service providing a network of shared vehicles that are accessible to all members 24 hours per day, 7 days per week, in convenient, safe self-service locations.

Existing operator means a car share provider/operator that has a current agreement in place with the City of Vincent relating to car share space.

New entrant means a car share provider/operator that does not have a current agreement in place with the City of Vincent relating to car share space.

On-street car share space means a clearly marked, dedicated on-street space authorised by the City for exclusive use of a specific car share provider/operator.

On-site car share space means a clearly marked, dedicated space on private property authorised for exclusive use of a specific car share provider/operator.

Public car park means any car park that is owned and operated by the City of Vincent.

Public car park car share space means a clearly marked, dedicated space within a public car park that is authorised by the City for exclusive use of a specific car share provider/operator.

Private car park means a car park that is privately owned.

Private car park car share space means a clearly marked, dedicated space within a private car park that is authorised by the car park owner for exclusive use of a specific car share provider/operator.

POLICY STATEMENT

The City of Vincent views car sharing as an alternative to private vehicle ownership and a valuable component of a sustainable transport system. The City expects car sharing to complement rather than compete with public and active transit modes.

The City is committed to facilitating and supporting the introduction and operation of one or more car sharing scheme/s within its municipal boundaries. This will be demonstrated through:

- Allocation of car share spaces on-street and in City-owned car parks;
- Permission for car share spaces on private property in accordance with this policy; and
- Enforcement of car share spaces in areas patrolled by the City.

1. INTENDED OUTCOMES

The specific objectives for car sharing in the City of Vincent are:

1.1 More efficient use of parking space

A growing population means growing demand for resident, business and visitor parking. Car sharing allows a single vehicle to be used by more than one household or business, thereby offsetting the need for additional parking spaces for privately owned vehicles.

1.2 Reduced congestion

Car share users tend to make fewer and shorter trips than private vehicle drivers as trips in shared vehicles are planned rather than spontaneous and because charges tend to increase in proportion to trip distance and booking duration. The uptake of car sharing is therefore expected to reduce total driving time and distance and help to control on-road congestion.

1.3 Reduced greenhouse gas emissions and air pollution

Car share vehicles are typically newer and more fuel-efficient than the average privately owned vehicle, emitting fewer greenhouse gases and fewer urban air pollutants. A car share driver will therefore produce fewer emissions and less pollution per kilometre driven, in addition to driving less overall than the average private vehicle owner.

1.4 Economic benefits to local businesses

Many small businesses operate in Town Centres and neighbourhoods where off street parking is limited and parking costs are high. Use of shared vehicles (including vans) may be a realistic option for many such businesses and could contribute to their economic viability by removing the cost burden of vehicle ownership and operation.

1.5 Improved community health and well-being through reduced vehicle ownership

Increasing population density combined with a high rate of private vehicle ownership is resulting in parking pressure and traffic congestion across our City's neighbourhoods, with consequent social, environmental and financial costs for our City's residents. The availability of safe, reliable, convenient and affordable share cars in neighbourhoods is expected to reduce private vehicle ownership rates, with consequent economic, health, social and environmental benefits to both drivers and the wider community.

2. ELIGIBILITY TO OPERATE

The City will allocate on-street and public car park spaces only to approved car share providers. Guidelines setting out the requirements that car share providers must meet to gain approval are appended to this policy (Appendix 1). The application form for the Approval of Car Share Providers can be downloaded from www.vincent.wa.gov.au/CSP.

3. ALLOCATION AND APPROVAL OF CAR SHARE SPACES

3.1 Allocation of car share spaces by the City

Allocation by the City of dedicated car share spaces on-street and in City-owned car parks will aim to provide convenient and equitable access to car sharing.

The City reserves the right to reject the application for any specific car share space and will refuse speculative and large scale placement of car share vehicles in the absence of reasonably foreseeable demand.

The approval process for the Allocation of Car Share Space is outlined in Appendix 1 and the application form can be downloaded from www.vincent.wa.gov.au/CSA.

3.2 Approval of car share spaces on private property

The City does not require the provision of car share spaces on private property, however, the City permits the location of car share spaces on private property where the following requirements are met:

3.2.1 Private Car Parks

- (a) The use of parking bays within private car parks for car sharing has been approved as part of a Development Approval;
- (b) The car park owner enters into an agreement for the use of approved car share spaces with a car share scheme that has been approved by the City in accordance with Appendix 1 Section 1;
- (c) All car share spaces are freely accessible to members of the car share scheme authorised to use the spaces in accordance with clause 3.2.1 (b);
- (d) The car park owner retains responsibility for signage, marking and maintenance of the car share spaces; and
- (e) In the event that a car share space is no longer required, it reverts to its alternate approved use as set out in the Development Approval, with the car park owner being responsible for removing all references to car sharing from the space and installing information where necessary for its new use.

3.2.2 Existing Developments

- (a) The use of existing parking bays for car sharing has been approved as part of a Development Approval;
 - (b) Car parking bays to be used for car sharing are additional to the minimum requirements set out in the City's Parking and Access Policy.
 - (c) The owners corporation enters into an agreement for the use of approved car share spaces with a car share scheme that has been approved by the City in accordance with Appendix 1 Section 1;
 - (d) All car share spaces are freely accessible to members of the car share scheme authorised to use the spaces in accordance with clause 3.2.2 (c);
 - (e) Marking out and maintenance of car share space/s remains the responsibility of the owners corporation; and
 - (f) In the event that a car share space is no longer required, it reverts to its alternate approved use as set out in the Development Approval, with the owners corporation being responsible for removing all references to car sharing from the space and installing information where necessary for its new use.
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3.2.3 New Developments

- (a) The use of parking bays for car sharing has been approved as part of the Development Approval;
- (b) Car parking bays to be used for car sharing are additional to the minimum requirements set out in the City's Parking and Access Policy.
- (c) The developer enters into an agreement for the use of approved car share spaces with a car share scheme that has been approved by the City in accordance with Appendix 1 Section 1;
- (d) All car share spaces are freely accessible to members of the car share scheme authorised to use the spaces in accordance with clause 3.2.3 (c);
- (e) Marking out and maintenance of car share spaces remains the responsibility of the developer, until such time that the owners corporation is established, at which time this responsibility is passed to the owners corporation; and
- (f) In the event that a car share space is no longer required, it reverts to its alternate approved use as set out in the Development Approval, with the owners corporation being responsible for removing all references to car sharing from the space and installing information where necessary for its new use.

4. NEW ENTRANTS

The City of Vincent is open to proposals for the allocation of car share space from both established and new/prospective car share operators that meet the requirements shown in Appendix 1 Section 1.

Car share spaces already allocated to existing operators will be unavailable to other operators until such time that they are relinquished or withdrawn in accordance with Appendix 1 Section 4.

5. PROMOTION

The City will work to promote community awareness and understanding of car sharing. Where appropriate, this marketing will be incorporated into the City's promotion of walking, cycling, and public transport.

It is expected that each car share provider will undertake further marketing activities to further promote the uptake of its specific service.

6. ENFORCEMENT

The City of Vincent will enforce the exclusive use of car share spaces in areas where regular parking patrols operate by issuing infringements to private vehicles parking in dedicated car share spaces.

7. CONSULTATION

Upon approval, the City will write to owners and occupiers in the immediate vicinity of a proposed Car Share bay to inform them of the pending change of status of the bay.

Date Initially Adopted:	30 June 2015
Date Amended:	-
Date of Next Review:	June 2020

APPENDIX 1

GUIDELINES FOR CAR SHARE PROVIDERS

1. Approval of car share providers

New entrants must demonstrate their eligibility for the allocation of on-street and public car park spaces by completing and submitting an application for Approval of Car Share Providers, which can be downloaded from www.vincent.wa.gov.au/CSP.

Car share providers will be assessed against the following criteria to determine their eligibility for car share space allocation:

<u>Requirement</u>	<u>Rationale</u>
1. Financial soundness and capacity to meet ongoing service obligations to members.	To ensure that providers remain viable through the establishment phase of the scheme and have the capacity to expand in response to demand over time.
2. Ability to provide a convenient network of cars accessible to all members.	To ensure that alternative share-cars are available at a walkable distance when other vehicles are unavailable.
3. Able to fill all allocated car share spaces upon the completion of car space marking.	To make the most efficient use of limited parking space, a designated space needs to have an operating share-car to achieve its objective of offsetting parking demand from private vehicles.
4. Allowing any licensed driver over age 18 to join, subject to reasonable creditworthiness and driving history checks.	Young drivers are likely to be the fastest adopters of car sharing and the most likely to avoid private vehicle ownership if able to access a share-car.
5. User-friendly website and/or mobile app showing car share locations, current booking details for all cars and clear terms of use for members.	To maximise the use of share-cars, this information needs to be readily available to all members any time they wish to book, including outside regular business hours.
6. Simple to use internet and/or phone-based booking system available to members 24 hours per day and allowing immediate booking of vehicles.	To maximise the use of share-cars, a convenient booking service needs to be available to all members at all times including outside regular business hours.
7. Minimum booking durations of one hour or less.	Share cars provide an alternative to private vehicle ownership and must be available for bookings equating to typical private vehicle trips.

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| 8. | Prevention of the routine reservation or exclusive use of an on-street vehicle for more than one day at a time by any one member (individual or business). | Long booking durations reduce the number of cars available for use, decreasing the convenience of the network and the efficient use of cars and car parking space. Bookings of shorter durations make share-cars available to more users in any given time period. |
| 9. | Provision of a replacement vehicle for any space where the allocated car is absent (for any reason) for a period of four days (96 hours) or longer. | Share-cars that are unavailable for extended periods inconvenience users and weaken the network. |
| 10. | Immediate removal from the booking system of vehicles that become damaged. | Damaged vehicles may pose a safety risk if driven. |
| 11. | Removal of damaged vehicles from their allocated spaces within 24 hours of notification about the damage. | Damaged vehicles parked in allocated spaces reduce the availability of vehicles in the network, decrease convenience for members and may also be unsightly. |

Approval will only be granted to car share providers that meet all of the above criteria.

2. Obligations and responsibilities of approved car share providers

Following the allocation of car share spaces, approved car share providers must enter into a legal agreement with the City, setting out the obligations of both parties and governing the terms of use for car share spaces. The obligations of car share providers will include:

2.1 Quarterly reports:

Car share providers must submit a detailed usage report, itemised by car space, showing the number of bookings per month, average trip distance, average booking duration and vehicle availability rate for confirmed bookings. The report must also show membership levels in the City of Vincent by precinct, the number of business and individual memberships and the number of trips by businesses versus individuals.

2.2 Availability of vehicles:

Cars must be available for at least 95% of confirmed bookings. The car share provider will take measures to prevent routine late returns and to ensure that an alternative car is made available where the booked vehicle is not in its space at the commencement of a booking period.

2.3 Vehicle Environmental Impact:

An operator must not use any passenger vehicle with less than a 4-star rating in the Australian Green Vehicle Guide. In the case of other vehicle types, such as vans or utilities, an operator must demonstrate that the vehicle is a high environmental performer for its class.

2.4 Vehicle Safety

An operator must not use any passenger or light commercial vehicle with less than a 4-star Australasian New Car Assessment Program (ANCAP) safety rating.

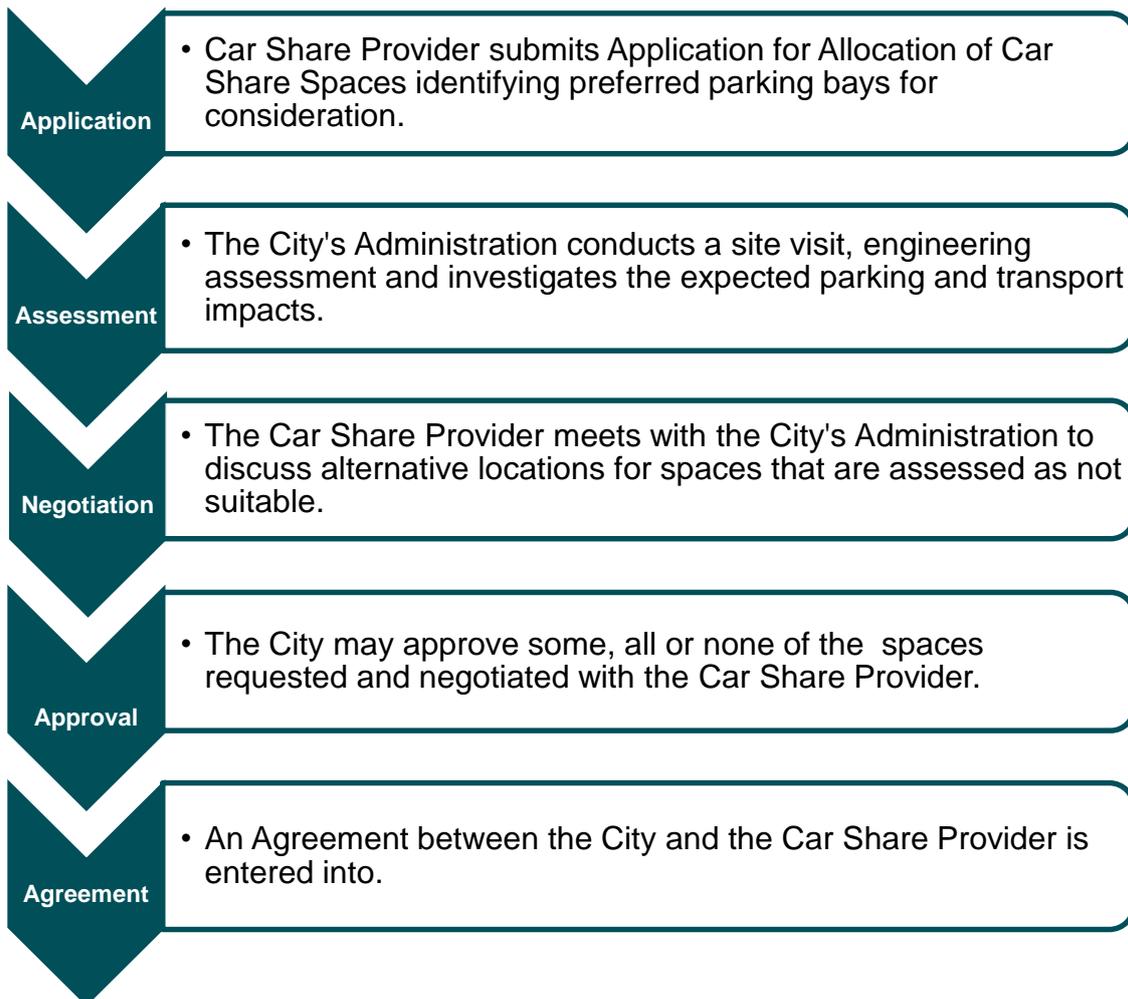
In the case of non-compliance with the above obligations, the City may impose sanctions to remedy the breach and deter future non-compliance. Sanctions, if applied, will be progressively escalated, and may include:

- Suspended processing of applications for new car share spaces;
- Withdrawal of one or more existing car share spaces;
- Termination of an operator’s agreement with the City and withdrawal of all car share spaces provided to the operator by the City.

Authority to terminate an agreement rests with the City’s Administration.

3. Approval of on-street and public car park spaces for car sharing

A brief overview of the approval process for the allocation of on-street and public car park spaces to car share providers follows:



4. MANAGEMENT OF CAR SHARE SPACES ON PUBLIC LAND

Car share providers will be required to enter into a legal agreement with the City governing the terms of their use of allocated spaces. In addition to setting out the obligations of car share providers, this agreement will cover the following:

- 4.1 The allocation and withdrawal of car share spaces is at the discretion of the City;
- 4.2 The allocation of car share spaces is reviewed annually, with the first review falling due twelve (12) months after the commencement of operation of the car sharing scheme within the City of Vincent;
- 4.3 Following each annual review, the allocation of individual spaces may be renewed or withdrawn based on the performance of individual spaces and of the car share provider in meeting its obligations under its Agreement with the City;
- 4.4 Car share providers may request the withdrawal of existing spaces or the allocation of additional spaces at any time during the term of their agreement. When such withdrawals or additions are granted, the agreement will be amended to reflect these changes;
- 4.5 The City remains responsible for the maintenance of car share spaces allocated by the City for the duration of the allocation;
- 4.6 The City reserves the right to relocate any car share space previously allocated by the City if relocation is necessary to allow for changes to be made to roads and City-owned car parks. Where such re-location takes place:
 - 4.6.1 The City will consult with the affected car share provider to identify a suitable alternative location for the space; and
 - 4.6.2 The cost of making good the old space and marking out the new space will be borne by the City.
- 4.7 Allocation of additional car share spaces will require the submission of an application form for Allocation of Car Share Space.

5. Recovery of costs by the City

Through the provision of car park spaces on City-owned land, a substantial in-kind contribution to the viability of car sharing schemes is provided by the City. Fees and charges applicable to car share providers will be kept low to maintain the incentive for car sharing, however, reasonable recovery of public costs may be expected.

Fees and charges for car sharing approvals and allocations are specified in the City of Vincent Schedule of Fees and Charges.

Fees and charges will be reviewed annually in accordance with the City's annual budget review process.

The City will impose charges and fines on car share vehicles outside their designated car share space where these charges and fines would also be incurred by private vehicles.
