

Car Share Policy

September 2013



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1. Introduction

1.1. Purpose

The purpose of the Car Share Policy is to facilitate the introduction of car share through the provision of car share pods within the municipality.

1.2. Scope

This policy provides the relevant criteria for the operation of a car share program within the City of Boroondara.

Key stakeholders include the community, trader association groups, car share providers and Council. As part of the program, the introduction of any car share pods will require changes to parking restrictions. A car share provider will be required to provide the car share vehicle for use in the car share pod.

2. Background

The benefits of a car share program include increased mobility for those who do not own a car, an alternative to car ownership, households reducing their level of car ownership and expenditure on car ownership, increased levels of active transport (walking and cycling) and public transport use and reduced parking pressures with each car share vehicle removing around eight cars from circulation.

Research indicates that car share participants tend to choose active transport choices more often which also results in greater incidental physical activity within the community.

The City of Boroondara's high profile precincts provide an ideal opportunity to help promote, establish and sustain a cultural shift in thinking towards alternative, sustainable transport options in both the municipality and in the greater Melbourne metropolitan area.

2.1. Corporate framework

Balanced and integrated transport solutions that provide choice and equity align with the Council Plan key themes of Strong and Engaged Communities, Sustainable Environment and Enhanced Amenity to meet our community's future needs.

This policy supports Strategy 11 'Parking, traffic and transport' whereby 'We will respond effectively and efficiently to community needs on parking, traffic and appropriate transport issues'.

Car share, whilst delivering on Strategy 11, can also deliver much broader benefits in terms of sustainability, community inclusion, health and wellbeing and affordable living.



3. Policy statement

It is Council policy to facilitate healthier and more sustainable transport solutions in line with Council's Environment Policy, and to facilitate the effective management of parking in line with Council's Parking Management Policy.

The *Local Government Act 1989* (clause 1 of Schedule 11 - Powers concerning parking) empowers Council to fix, rescind or vary the days, hours and periods of time for which, and the conditions on which, vehicles may stand in a parking area in any highway or other parking area.

It is policy that:

- Council will facilitate the introduction of car share pods at suitable locations
- the introduction of a car share pod may be installed, altered or removed in accordance with the *Local Government Act 1989*
- criteria for new car share pod locations will include:
 - stated interest in car share from the community
 - proximity to public transport to maximise accessibility
 - road safety and personal safety considerations
 - areas of higher density and areas of high car ownership
 - feedback from directly affected community stakeholders
 - impact on local residential and commercial parking amenity
 - the opportunity to access an alternative car share vehicle should the potential location be booked.
- no more than three successive car share pods be introduced at a single location and that no more than eight car share pods be introduced within public parking areas per suburb.
- the Chief Executive Officer or his or her delegate will develop procedures for the management of car share pods within the municipality.

4. Implementation and monitoring

4.1. Accountabilities

For all queries or feedback regarding this policy document, please contact the responsible department below.

Contact	Contact number	Contact e-mail
Engineering and Traffic (Transport Management Team)	9278 4891	boroondara@boroondara.vic.gov.au

The responsible department coordinates the implementation, maintenance and review of this policy, arranging for the policy to be made available on Council's website and hard copies at Council offices and libraries, to ensure stakeholders are aware of their accountabilities and the community informed of this Policy.



4.2. Financial implications

Costs for linemarking and parking signs will be recouped through a one off fee to be borne by the car share operator.

Council is responsible for maintaining the linemarking and parking signs, which will be borne as part of normal maintenance budgets.

Enforcement would be undertaken on an 'as required' basis, and would be funded as part of normal operating budgets.

5. References

5.1. Relevant documents

Local Government Act 1989

Environment Policy

Parking Management Policy

Road Rules Victoria

5.2. Definitions

Car share program is considered as an extension to the public transport system; it provides car mobility without the need for car ownership. Car share differs from traditional car rental in that renters/members are pre-approved, cars are rented by the hour, cars are clearly marked and distributed within a community for ease of access, fuel and insurance costs are inclusive and access is 24 hours a day 7 days a week.

Car share pod is a parking bay that is dedicated to a car share vehicle. Cars are picked up and returned to the same car share pod. A car share pod could be at an on-road or an off-road location.

Car share vehicle is a Council approved car share vehicle in a location that is easily accessible for the community and can be rented 24 hours a day by a pre-approved member. A car share vehicle is clearly marked and identifiable to the community and Council's Local Laws officers.

Car share provider is a company with whom an authorised Council officer enters into an agreement to provide a car share vehicle within a designated car share pod.

Agreement means the agreement between Council and a car share provider.