

Car Share Procedures



Responsible Directorate: Environment and Infrastructure
Authorised By: Chief Executive Officer
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1. Introduction

The purpose of the Car Share Procedures is to facilitate the introduction of car share through the provision of car share pods within the municipality. The procedures have been developed in accordance with the Car Share Policy.

Car share pods may only be installed, altered or removed in accordance with the *Local Government Act 1989* and any and all relevant Acts and local laws.

2. Application process and assessment

Council officers will determine periodical car share expansion and provide all known car share providers with an opportunity to lodge an application within the City of Boroondara which incorporates the following requirements:

- an outline of the operational model for the car share pod
- preferred agreement with Council including cost or risk to Council
- public liability, professional indemnity and vehicle insurance
- accessibility of car share pod(s) for the community
- identification of potential car share pod locations and rationale for their introduction
- strategy for advertising and promoting the new car share pods
- efficiency, versatility and emissions of the vehicles to be used in the proposed car share pods.

2.1. Criteria


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.

2.2. Car share provider obligations

The car share provider is responsible for:

- operating the car share program in the agreed car share pod location(s)
- permitting membership of licensed drivers of all ages including "P Platers" and those with valid international licences

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- operating an online booking and invoicing system and 24 hour member support
 - maintaining all vehicles in a safe, clean and presentable state
 - conducting its business in good faith, in accordance with best practice and in a reputable manner
 - notifying Council as soon as possible of any media enquiries regarding the operation of the car share program within the City of Boroondara
 - providing a high level of customer service and maintain a high standard of presentation
 - providing signs explaining how car share works at car share pods with signs subject to Council officer approval
 - any breach of these obligations by its employees, subcontractors and representatives
 - clearly identifying car share vehicles
 - remaining fully compliant with privacy legislation
 - providing annual reporting and quarterly reporting for the first year that demonstrates the benefit and performance of the car share program.

The car share provider cannot assign or transfer the benefit of a car share agreement to any person or entity, or transfer possession of a car share pod to any person or entity.

2.3. Council officer obligations

Council officers would arrange to:

- consult with the community on any proposed car share locations
- provide the car share provider with an agreed designated car share pod location
- consider amending and expanding the number of designated car share pods, following consultation with relevant stakeholders and proven need
- install and maintain appropriate parking signs and line marking for each car share pod
- inform the community of new car share pod locations through Council's web site and municipal and ward newsletters
- issue parking infringement notices to any unauthorised vehicle in a designated car share pod
- consider and assess all applications submitted by any car share provider.

2.4. Permits and fees

An initial fee payable by the car share provider will be applied to the installation of each new car share pod to recover the costs relating to changes in parking restrictions and line marking.

A permit fee payable by the car share provider will apply to a new car share pod located within existing paid or metered parking areas unless otherwise indicated by Council officers. The permit fee will reflect 50% of the parking permit fee at that location. Paid or metered parking areas will be considered as a second preference to unpaid or non metered parking areas.



The operators of new car share pods will not be charged a fee for the first two years of operation with the exception of the installation costs. This would allow an initial period for the car share pod to become established and financially feasible for the car share provider.

2.5. Parking signs

Parking signs are to include the name of the car share provider for ease of enforcement and are to be installed in accordance with the Australian Standards.

2.6. Enforcement

To facilitate accurate enforcement:

- car share pods are to be linemarked and signed to provide a designated zone for authorised car share vehicles
- car share vehicles must have external markings so that they can be readily distinguished from other vehicles.

Car share vehicles parked in any illegal manner will be subject to the requirements stipulated in the Road Rules Victoria.

2.7. Agreement

A car share provider will be required to enter into an agreement with Council for the provision and operation of a car share pod.

2.8. Consultation

Council officers will notify and discuss any proposed car share pod locations with the relevant traders/business associations and directly affected stakeholders.

Awareness of the new car share pod locations will also be made public through the use of Council's web site, municipal and ward newsletters.



3. Evaluation

Any appointed car share provider must provide, to the satisfaction of Council officers, written reviews reporting the performance of each car share pod. These must be submitted quarterly (for the first year) and annually thereafter incorporating the following:

Quarterly reporting for the initial year of operation of a new car share pod will include:

- number of bookings
- utilisation rate
- average booking period
- suburb origin.

Annual reporting will include a car share user survey and a report on the following:

- number of bookings, utilisation rate, average booking period and suburb origin
- gender, employment status and age of members
- purpose of trips
- average number of vehicle occupants
- availability of car share vehicles relative to member needs
- change in transport choices
- distribution of trip distances per month per car share pod
- change in car ownership.

4. Relevant documents

Car Share Policy 2013

Local Government Act 1989

Environment Policy

Parking Management Policy

Road Rules Victoria

Australian Standards

5. Contact

Clarification on any aspect of the Car Share Procedures can be obtained by contacting the Transport Management Team on 9278 4891.