



DRAFT Car share guidelines

Version 1, June 2022

Guideline Governance

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Associated Strategic Direction Associated Strategic Direction 2:

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

Parking Management Policy 2020

DRAFT Car Share Policy June 2022

Supersedes:

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

Review history:

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Draft for



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Purpose

These guidelines provide a framework for implementing Council's Car Share Policy.

It outlines the responsibilities of car share providers and Council and the processes for expansion and management of this service.

These guidelines should be read in conjunction with the Car Share Policy.

Outcomes

Provide clear and transparent guidelines for implementation of car share to optimise benefits to our community including:

- 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
- Enforcement Procedure
- Car share bays in new developments - location and design guidance



Definitions

Table 1 Definition of terms

Term	Definition
Car Share	A service that allows car share members to reserve vehicles for short term access on an as needs basis, via a booking platform.
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 do not have designated bays on-street.
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.

Scope

In Scope

- Installation and management of car share bays on the public road network within the municipality



- These guidelines only apply to fleet based car share providers who have qualified for operation in City of Port Phillip
- Expanding and managing 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.

Out of Scope

- Installation of car share bays on private property
- Peer-to-peer car share schemes are excluded from these guidelines except for the purposes of promotion.
- These guidelines do not apply to any agreement between CSPs and a third-party entered into for the purposes of providing a car share vehicle within a privately owned property.

Car Share Providers

Qualification criteria

Only CSPs that are qualified and considered suitable can apply for on street car share bays within the City of Port Phillip and must demonstrate their compliance to the following criteria.

Number of Operators

Council reserves the right to limit the number of additional CSPs to limit the number of CSPs operating in our City for the duration of these guidelines.

Insurance

The CSP will need to hold a current Public Liability Policy of Insurance for the sum of 20 million dollars. The CSP must provide the Council with a certificate of currency in respect of these insurance/s.

Network Plan and Differentiation

The CSP will need to submit a network plan including a timeline for delivery of the network and demonstrate their ability to further expand and how their services add value to our community.

Vehicle Requirements

Types of vehicles

Providers must supply a range of vehicles based on an assessment of local needs including consideration for making vehicles accessible for people with a disability and child and parent



friendly, encompassing passenger vehicles, SUVs, vans/people movers and utility vehicles. The vehicle must not be a caravan, box trailer and must not exceed 4.5 tonnes gross weight.

Safety

All passenger vehicles must have a minimum 4 star ANCAP safety rating.

Environmental ratings

Average emissions for a passenger vehicle of 155 grams of carbon dioxide equivalent emissions per kilometre. In the case of SUVs vans/people movers or utility vehicles, the operator must demonstrate that the vehicle is a high environmental performer for its class, using the Australian Government's Green Vehicle Guide.

Advertising and branding

There is to be no third-party advertising placed on car share vehicles unless by prior agreement for a specific purpose such as to offset the costs of wheelchair accessible vehicles.

The CSP's branding must be readily distinguishable for enforcement purposes.

Membership Requirements

There are to be no restrictions to membership based on the age of car share members; however, potential members must be qualified to drive in Victoria.

Minimum Level of Service

Car share vehicles will be available for a minimum booking period of one hour.

CSPs must ensure that no on-street space remains empty for a period greater than five consecutive days, unless by prior written agreement.

A CSP must ensure vehicles can be booked via both an Internet and alternative booking service available 24 hours a day, 7 days a week.

The CSP must provide a customer support service during business hours seven days a week.

The CSP must be capable of demonstrating they comply with the obligations set out in responsibilities of car share providers (next section).

Responsibilities of Car Share Providers

Promotion

Each Car Share Provider is solely responsible for the promotion of their service to prospective and existing members. Council will continue to promote the concept of car sharing as a travel option that complements walking, bike riding and public transport travel and an alternative to privately owned vehicles.



Reporting

Council requires CSPs to collect usage information on their individual car share vehicles and bay locations as well as general membership characteristics for reporting purposes.

CSPs agree to report the monthly data on the following characteristics, at a minimum, for each on-street and off-street vehicle

- Total number of hours booked
- Total number of trips
- Usage rate (number of hours the vehicle is booked per month/time vehicle is available per month)
- Total distance travelled
- Average trip distance
- Membership numbers
- Percentage growth in membership
- Breakdown of members by private or corporate membership (if applicable)

This will be in the form of quarterly reports until the introduction of a technology-based reporting is available. In addition to submitting quarterly reports, CSPs to agree Council can request a report at any time on the usage characteristics of any one bay if required.

CSPs to agree to the publishing of regular summaries by Council of aggregated car share usage by area. Detailed reports will be treated as commercially confidential for 12 months from the date on which the reports are due to Council.

CSPs to agree to conduct an annual survey of Port Phillip that provides gender-disaggregated data on members' travel habits and car ownership levels based on questions supplied by Council to understand who accesses this service and how they are using car share and to identify any barriers to use.

Performance Management

CSPs to agree to the usage performance criteria set out in the Car Share Policy. Where, if averaged over a period of three consecutive months, the usage of a car share space is less than an average of 60 hours per month over three consecutive months, Council may ask an operator to show cause as to why the space should not be withdrawn and re-allocated. Authority to take action for non-compliance rests with the Manager, Partnerships and Transport.

Operators will be given an opportunity to make representation prior to any action for non-compliance with this policy. In case of the revocation of spaces, Council officers are authorised to re-allocate spaces to an alternative operator.

Maintaining Car Share Locations

The CSP must supply a vehicle to the approved bay within ten working days of installation (or by prior written agreement) as per the terms of the Agreement.

Council's Transport Safety team is responsible for maintaining signage and line marking of the car share bay, however the CSP must ensure that:

- In the course of maintaining or cleaning car share vehicles, no refuse shall be disposed onto the street
- No existing or approved structures, fixtures or fittings shall be altered or added to without written approval of the delegate
- Any approved fixtures, such as information panels, are kept in good condition and the information they contain is kept up to date by the CSP.

Enforcement Procedure

Demand for on-street parking in the City of Port Phillip is high. CSPs need to adhere to, and inform their members of, the enforcement procedure set out in these guidelines.

Allowing Access to Car Share Bays

The CSP will grant Council access to the bay for necessary activities such as line marking, road works, festivals or events. Council will aim to provide advanced notice to the CSP in these situations.

Failure to Meet Obligations

Ability to terminate an agreement is as per Council's Register of Delegations. Council can suspend the CSP's right to use one or more of the allocated car share spaces if they fail to meet any of the obligations listed above and can choose to reallocate bays to another CSP.

Responsibilities of Council

The individual responsibilities of each Council work unit are outlined in Table 2 below.

Table 2 Roles and responsibilities of different Council areas

Council	Roles and Responsibilities
Strategic Transport Team	<p>Management of service</p> <ul style="list-style-type: none"> • Develop, implement, manage and review Council's Car Share Policy and Guidelines • Overseeing the car share qualification process • Working the Contracts, Procurement and Fleet area to develop a suitable contract with car share providers • Ensuring CSPs are set up as Debtors on Council's financial system • Management of Licence Agreements with CSPs including updating the schedule of bays in the CSP's Contract of Agreement • Recommending to Council appropriate fees and charges and ensuring that this is included in the Car Share Application Form.



	<ul style="list-style-type: none"> • Serving as the point of contact for CSPs regarding applications for car share bays, invoicing for new car share bays and overall CSP performance in Port Phillip • Highlighting service gaps to CSP and seeking their buy in to increase vehicles in these areas. In particular, identifying priority locations in areas where there are public transport nodes, high population density and high proportions of zero-car households. <p>Expansion</p> <ul style="list-style-type: none"> • Assessment and approval of car share bay applications using the siting criteria (jointly with Transport Safety Engineer). • Informing Councillors and internal stakeholders (includes transport engineers, ASSIST and Parking Enforcement) of the Car Share Bay locations which are being considered • Approving and monitoring the suitability of vehicles supplied by car share providers (make, model, emissions) • Consulting properties immediately adjacent to proposed bay locations to ascertain whether they have any legitimate concerns or objections • Raising invoices for CSPs for number of approved car share bays and annual Licence fees • Informing Councillors and internal stakeholders of the locations of new bays once consultation has been completed • Updating the map of car share bays within the municipality on Council’s website as changes are made to the car share network • Informing Parking and Enforcement of the location of new bays once they are implemented • Re-allocating spaces to an alternative operator, as required. • Working with internal stakeholders to progress the inclusion of car share provision, location and design requirements in new developments and in the planning scheme, requisite research and planning scheme amendment preparation. This will include determining the approach and mechanisms to facilitate greater car share provision within developments. <p>Monitoring</p> <ul style="list-style-type: none"> • Monitoring the performance of car share bays based on data provided by CSPs • Facilitate data collection to meet requirements outlined in the Policy • Designing an annual survey of car share member travel habits to provide to CSPs • Analysis of Annual member survey data <p>Promotion</p> <ul style="list-style-type: none"> • Using Council’s communication channels to: <ul style="list-style-type: none"> ○ Show that car share vehicles are readily available in the City of Port Phillip and help residents identify the locations and providers that are most convenient for them.
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	<ul style="list-style-type: none"> ○ Encourage residents and businesses to join and use car share services. ○ Promote car sharing as a travel option that complements walking, bike riding and public transport travel and an alternative to a privately owned vehicle. ○ Increase the awareness of decision-makers including Councillors and Council officers, and the broader community of the benefits to the local community and ease of use of car share. ○ Provide information in simple language or alternative formats for members of Culturally and Linguistically Diverse (CaLD) communities and people with a disability.
Transport Safety Team	<ul style="list-style-type: none"> ● Assessment and approval of car share bay applications using the siting and location criteria (jointly with Shared Transport Services Officer) ● Providing referral advice to Statutory Planning about the suitability of proposed off-street car share spaces ● Arranging contractors to install new bays (signage and line marking) and to refresh signage and line marking of existing bays as deemed necessary by the Coordinator of Transport Safety ● Serving as the point of contact for CSPs regarding maintenance of existing car share bays
Parking Enforcement Team	<ul style="list-style-type: none"> ● Maintaining the guidelines and procedure for the enforcement of car share bays (below). ● Serving as the point of contact for CSPs regarding enforcement of car share bays ● Responding to requests to issue parking infringement notices to non-car share vehicles parked in car share bays
Statutory Planning	<ul style="list-style-type: none"> ● Seek the inclusion of car share bays that are well located and designed in new developments to enable convenient access and ease of use within planning applications and providing information about car share to developers during pre-application meetings. ● Ensuring that planning permits include installation of off-street car share bays where appropriate. ● Informing relevant internal stakeholders of permit conditions in relation to car share requirements in off street locations
ASSIST	<ul style="list-style-type: none"> ● Taking general enquiries from the community about the car sharing ● Serving as the point of contact for CSPs if a car share bay is found to be illegally occupied by a non-car share vehicle. The ASSIST Centre will then transfer the call from the CSP to the Parking Enforcement team.
General Manager, City Planning and Sustainability	<ul style="list-style-type: none"> ● Has authority to take action for non-compliance



Siting Criteria

For car share to be an effective alternative to private car ownership, on street car share vehicles should be visible, conveniently and safely located and readily accessible for our resident members.

The following principles will help to inform the general locations and more specific siting criteria for the placement of new on-street car share bays:

- Priority and visibility: car share vehicles should be placed where they are easily accessible and highly visible. Council will give preference to, and right of way to sustainable transport modes in terms of allocating time, space and facilities guided by Council's Hierarchy of parking allocation.
- Increase integration and coverage: car share vehicles should be placed near links to public transport, within easy access of activity centres, in areas of low vehicle coverage where there is more than 250 m to properties and in areas of high forecasted demand.
- Improve Safety and accessibility: Consider factors that contribute to safety and perceptions of safety such as ambient lighting and passive surveillance, that are likely to make women and gender diverse people feel safer and more comfortable accessing car share vehicles.

Council officers and CSPs will follow these criteria in determining the ideal placement of car share bays and thus vehicles to maximise the vehicle use and as a result, the benefits of car share to our local community and members.

Priority and visibility

- Place near activity and community hubs, areas of high employment, residential densities or low vehicle ownership.
- Follows Council's Hierarchy of parking allocation in determining the location and with consideration of parking controls nearby.
- Ideally bays are at the beginning or end of a row of parking to increase access and ease of use.
- A proportion of bays close to shopping strip, major attractors or areas of high pedestrian traffic.
 - Communicates the benefits of car share on lowering parking demand and cost saving for people becoming members.
 - Clearly communicates the purpose of the car share bay.
- Car share bays may only be located in permissible parking spaces.

Increase integration and coverage

- Place near tram or bus stops or train stations or multi-modal hubs to integrate and support multimodal journeys.
- Place on arterials and “exits” to communities.
- Put cars at appropriate intersections to maximise access catchment.
- Put cars at a maximum of 250m of each other to provide ‘coverage’ to increase equity and reduce the barrier of distance from residences and businesses to car share vehicles
- Place cars where users request them or where demand is demonstrated.
- The choice of vehicle (sedan, wagon, van) must reflect the ground floor use of adjacent buildings and the surrounding streetscape to ensure it does not obscure or be out of scale within the location’s context.
- Use spaces which are no longer required and can be re-purposed (loading zones, taxi zones, and residential disabled parking bays).
- Locations where works have created new space (redundant cross-overs removed, street furniture relocated).

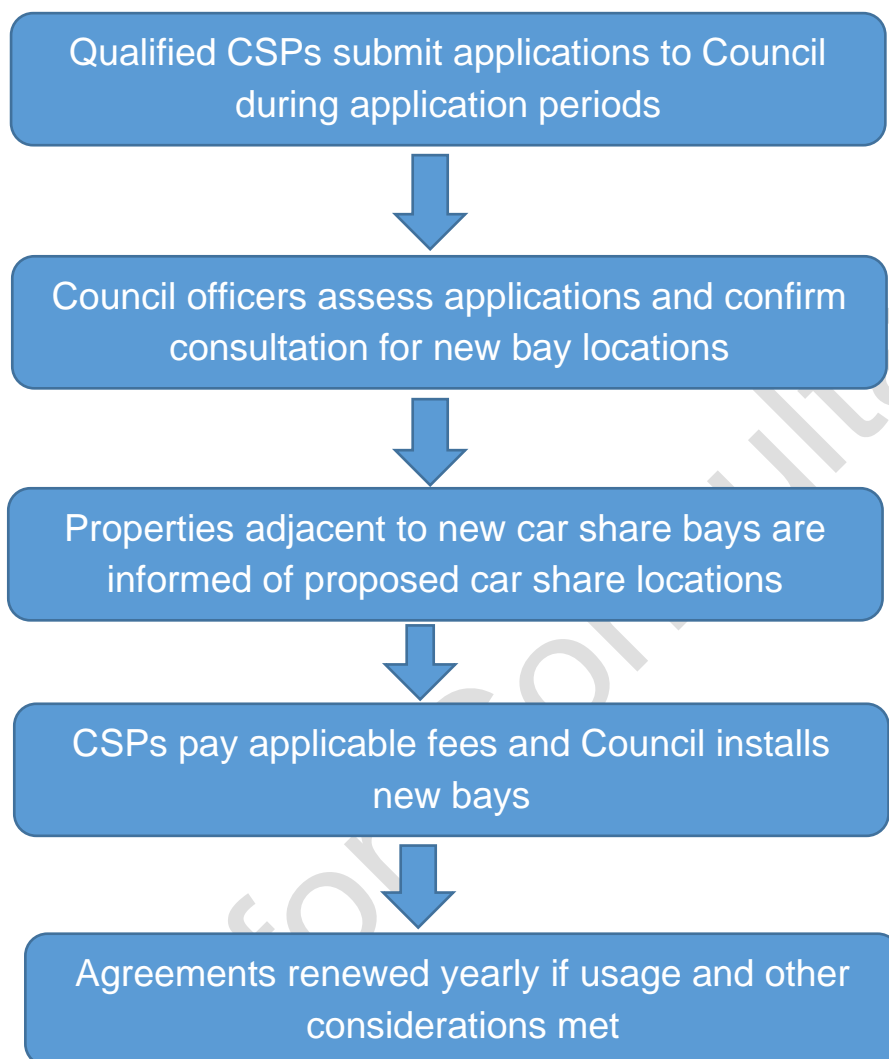
Improve safety and accessibility

- Consider factors that contribute to safety and perceptions of safety such as lighting, active frontages and passive surveillance (to make women and gender diverse people feel safer and more comfortable in accessing car share vehicles).
- Preserve DDA accessibility such as dropped kerbs, circulation space next to disabled parking spaces, tram and bus stops
- Orientated so it does not block sightlines from access ways, crossovers or pedestrian crossing points (formal and informal).
- Provides clearances from service covers, drainage pits and conduits.
- Minimum setback from vehicle crossovers and intersections is maintained.
- Authorise appropriate size spaces for vehicles ‘smaller bays for smaller vehicles’



Application for New On-Street Car Share Bays

The general process for a Car Share Provider (CSP) to install a new car share bay is shown below.



Council reserves its rights to determine the number of car share bays that will be consulted on prior to the application process.

Applications for new car share bays will be accepted generally three times per year and Council will provide six weeks' notice of the dates.

Step 1: Submitting the Application

The CSP must complete an application form for each bay they wish to apply for and submit it to Council's Shared Transport Services Officer for approval.



As part of their application, CSPs will have to demonstrate the demand for a car share bay at their chosen location. To demonstrate the demand for a bay CSPs can refer to:

- The number of existing car share members or potential new members living/working nearby
- Usage rates of existing car share vehicles located nearby
- Potential demand based on an assessment of relevant demographics e.g. household size, age of population etc.
- Number of requests from existing car share members or registrations of interest from potential new members.

CSPs must consider Council's Siting Criteria when applying for new bay locations.

Consideration will be given to applications for pods with multiple vehicles if sufficient demand can be demonstrated based on the number of members and/or high usage of existing car share vehicles in the vicinity of the proposed location.

In general, applications for new car share bays will not be considered where parking or stopping is prohibited by Road Rules Victoria, such as in clearways, at the location of bus stops.

Each application will be assessed on its own merits in conjunction with Council policy.

Step 2: Application Assessment

Council's Shared Transport Services Officer will assess the application and the suitability of the proposed car share bay location and will provide updates to CSP of progress on the application.

If required, the Shared Transport Services Officer will undertake consultation with properties immediately adjacent to the proposed bay location in line with our processes for parking changes. Officers will inform Councillors of locations prior to consultation.

Where the proposed location is deemed unsuitable by the Transport Safety team or where the consultation is unsuccessful, an effort will be made to find an alternative location for the bay nearby.

Step 3: Payment of Establishment Fee and any annual fees

Payment of the establishment fee is required prior to the installation for each approved car share bay location. An invoice will be issued to the CSP payable within **30 days** by electronic funds transfer. If payment is not received in 30 days the allocation of the bay allocation will be cancelled.

Any annual fees will be levied on 1 July for each financial year and must be paid in full before any new car share bays are installed.

Step 4: Bay Installation

Once payment has been received, Transport Safety will engage a contractor to implement signage and line marking for the required number of bays.



Council will endeavour to implement signage and line marking of the car share bay **within six to eight weeks** of receiving payment, subject to the contractor's availability and weather conditions.

Step 5: Updating Council Records

Once the bays have been installed, the Shared Transport Services Officer will update the list of locations on the Council website and the schedule of bays in the CSP's Contract of Agreement.

Agreement

Duration of Agreement:

The duration of the agreement will last for a period of **four years** after which time it will come under review by Council.

Council reserves the right to take back bays at any time if necessary and will give the CSP a minimum of **one month's notice** in writing should the situation arise. Council will attempt to relocate the car share bay in question to the nearest appropriate location at no cost to the CSP.

The CSP may terminate the agreement upon giving the required amount of notice to Council as defined in the terms of the Agreement.

Removing or Relocating installed car share bays

Council reserves the right to remove an existing Car Share Bay at any time. In this event Council will advise the CSP of its intention and cover the costs involved. The CSP will have the opportunity to nominate a new bay for installation which will follow the standard application process.

If a CSP wants to remove a car share bay and another CSP does not want to utilise the bay, the CSP will be liable for the cost of removing the car share bay.

Enforcement Procedure

Demand for on-street parking in the City of Port Phillip is high. Providers need to adhere to, and inform their members of, the following procedure should they find a car share bay to be illegally occupied by a non-car share vehicle:

Step 1: CSP Notification of an Illegally Parked Vehicle

Members must immediately inform the CSP if a non-car share vehicle is parked in the car share bay and provide them with the offending vehicle's registration details.

Members should then park the car share vehicle legally. As close as possible to its designated bay observing clearways, disabled bays and timed restrictions, and inform the CSP of its whereabouts. The car share vehicle will be exempt from paid parking charges.



Step 2: Council Notification of an Illegally Parked Vehicle

The CSP is to notify Council's Parking Enforcement team, via the ASSIST Centre's general contact number within 1 hour of being notified and provide them with the location of the offending vehicle and its registration details as well as the location of where the car share vehicle was parked. The CSP must advise the member to park the vehicle within the City of Port Phillip boundaries or for car share vehicles that are located within private car parks, the vehicle should be parked within the same private car park

Step 3: Infringement of Illegally Parked Vehicle

Parking Enforcement will respond to requests to infringe illegally parked vehicles subject to the response times listed in the Parking Enforcement Procedure.

Step 4: Returning the Car Share Vehicle to the Car Share Bay

The CSP must ensure that the car share vehicle is returned to the car share bay within 12 hours of notification by Council.

New developments - Location and design guidance

Early integration into development plans is essential to maximise viability, good location and management. The below criteria provide guidance to the location and design of car share bays within new developments:

- Security arrangements to allow member access 24 hours a day, seven days a week with a valid booking, and by employees or contractors of the car share operator in order to clean, detail or service the car.
- If possible, a highly visible location from the street
 - for buildings with car parks in the front setback, in the front set back of the site adjacent to visitor car spaces.
 - for buildings with car parks at the rear, at the rear of the site adjacent to visitor car spaces or loading facilities.
- Ideally in front of boom gates
- In the first level of a multi-storey car park (be it ground level, the first level up or first level down)
- In a separate location to where other, assigned / subdivided car spaces are provided
- Where security arrangements are not required or are simple to follow (and where customers can use the same mechanism that they use to get into the vehicle)



- In a well-lit part of the site
- A short distance from an entry point, lift or staircase
- Ideally in a standard car space where manoeuvring in and out of the space is limited to no more than three movements; however, use of a stacker does not preclude car share
- On common property managed by the Owners' Corporation or Body Corporate
- Minimum height clearance of 2.2 m to allow a cleaning van to enter, manoeuvre and exit.
- Mobile data and GPS reception – a signal booster may be required
- Markings for exclusive use of the car share vehicle

Draft for Consultation

Relevant policy, regulations or legislation

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

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.

The Strategy states that “Port Phillip is a national leader in the introduction of a car share policy and has successfully met early targets for car share bays. Council will continue to increase the number of car share bays across the municipality and continue to collect ongoing data to monitor usage trends across the various operators to ensure the greatest community benefit”.

It includes the following actions:

- Action 36: continue to deliver more convenient car share locations with providers and encourage car share provision in new developments.
- Action 37: Review the ***Car Share Policy 2016 to 2021***

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.

The overarching objectives are to:

- a) address the City’s existing and future growth and transport challenges.
- b) provide fairer and more reliable access to parking in all locations and at all times

It includes 2.1 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”

Table 3 identifies Car Share Zones as User-restricted parking where “some users need to park in very specific locations. User restrictions are applied to Parking Zones to provide the necessary availability of space for each user group.”

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.

Attachments

Car Share Policy