



Engagement Report

Draft Car Share Policy and Guidelines
January 2023





Introduction

This report provides a summary of the findings of the engagement undertaken as input into the development of the Draft Car Share Policy and Guidelines. It provides an overview of the engagement activities conducted from 23 September to 6 November 2022, including activities completed by the City of Port Phillip and i.e community, and a summary of the feedback received.

The Draft Car Share Policy and Guidelines aim to increase car share use across the city through the ongoing development of a network of easily reached, well-distributed, and affordable car share vehicles. Additionally, it seeks to understand and remove barriers to use by providing equitable access to car share for everyone.

Objectives

- Test the Draft Policy and Guidelines with the community to understand if the Policy settings and approaches are appropriate and supported.
- Gather feedback from a range of cohorts to identify barriers and enablers for making car share easier to use for everyone.
- Gather gender and other demographic information to complete a gender analysis to achieve equitable outcomes for all community members within the Draft Car Share Policy and Guidelines.
- Outline findings to inform the final Car Share Policy and Guidelines. Have the community suggest locations for new car share vehicles.

Engagement questions

- What barriers are faced in using car share, particularly for women, parents and carers, older people, gender diverse people, people with disabilities, people from culturally and linguistically diverse (CALD) backgrounds, and those who do not own a car?
- How do gender and other demographic factors influence the use of and barriers to car share? What can be done to enable and increase the use of car share?
- What level of support is there for car share in the community? How can Council help the community to understand the positive benefits of car share on traffic congestion and parking?



Methodology

Snapshot of activities and participation

419 people provided input

Online survey and interactive map

Purpose: to seek feedback from a broad cross-section of the community.

230 people engaged

27 potential new car share bays were suggested through the interactive map

Provider roundtable

Purpose: to engage with providers of car share operating in the City of Port Phillip.

Targeted discussions

Purpose: to engage with members of target groups identified in the gender impact analysis.

20 targeted discussions

12 discussions at public housing estates

32 people engaged

Neighbourhood Engagement Program (pop-ups)

Purpose: to engage with a broad cross-section of the community.

9 pop-ups across the City of Port Phillip

133 people engaged on car share

Community workshop

Purpose: to have in-depth discussions around key issues.

1 community workshop was held

5 people engaged

Advisory group engagement

Purpose: to engage with key advisory groups and stakeholders.

3 advisory group meetings

1 online drop-in session

19 people engaged



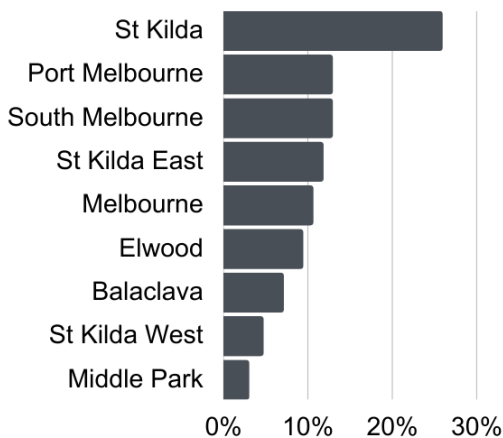
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Who we heard from

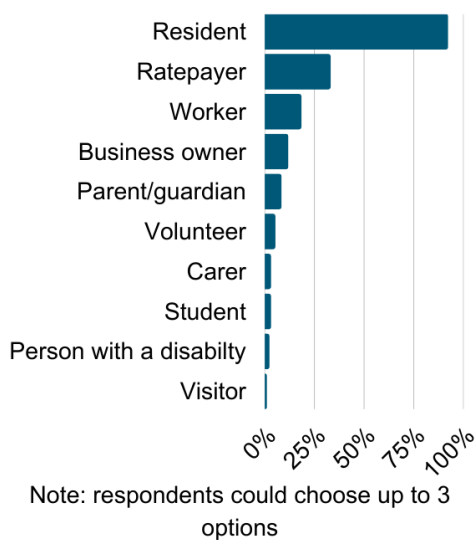
A summary of the demographic data captured through the online survey.

230 people provided demographic data

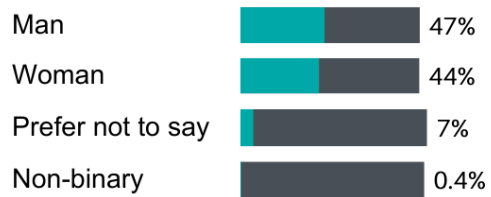
Residential suburb (n=85)



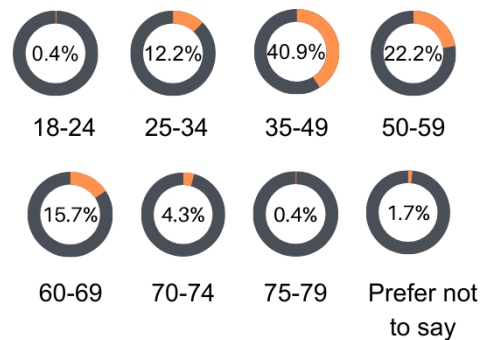
Relationship to Port Phillip (n=225)



Gender (n=230)

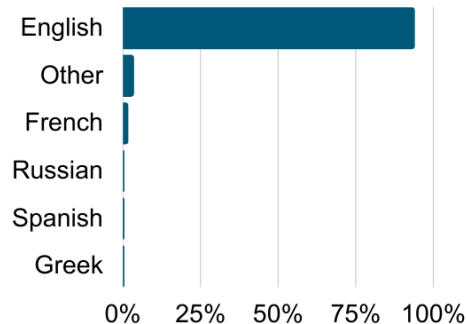


Age groups (n=230)



Note: we received no responses from under 18 and 80+ demographics

Language spoken at home (n=230)





Engagement results

Awareness and use of car share

Around four in five survey respondents have used or are currently using car share services. While survey respondents were predominantly car share users, other engagement activities, such as the Neighbourhood Engagement Program, saw a higher proportion of non-car share users providing input. These users reported a much lower awareness of car share services and understanding of how it works.

The community reported a range of uses of car share. While some users choose car share as a long-term alternative to car ownership, others find it helpful to have occasional access to a vehicle. In particular, people appreciate having access to different types of vehicles, such as larger vehicles to move bulky items or SUVs.

- **Frequent users** choose car share as a long-term solution to car ownership.
- **Occasional users** like to have access to an additional vehicle to move bulky items or take trips away.

Environmental or economic reasons were common when asked about their motivations for using car share. Participants choose to use car share over private vehicle ownership because of the positive environmental impacts. Lower cost was also a key motivation, with many car share users saying they had calculated that it's cheaper than owning and maintaining a private vehicle.

- **Environmental** - it helps the environment by reducing emissions
- **Economic** - it's cheaper in the long run
- **Convenience** – of not having to maintain a vehicle



What we heard

“You could help us to understand how it works.”

- Neighbourhood Engagement Participant

“We consciously don’t own a car, we decided not to own a car for ecological reasons, we use car share for running errands and shopping.”

- Workshop Participant (woman)

“I use car share access to bigger cars like vans when moving, but I’ve used them when away from home or I don’t have access to a car. I do own a car, but it’s handy having access to a second vehicle.”

- Targeted Discussion Participant (Woman, LGBTQIA+)

“I really like the convenience and availability, and the fact that you don’t have to find a park. Could be great for visitors, so you don’t have to lend them your car.”

- Targeted Discussion Participant (Woman, parent)

“We use them when we run events and need additional vehicles so the organisation doesn’t have to purchase more.”

- Targeted Discussion Participant (Woman, disability support worker)

“I need a car for certain things at the moment, but it will change in a few years. Will use car share then.”

- Neighborhood Engagement Participant

“As an older person who no longer owns a vehicle, Having the option of a car share is a wonderful service and reassurance that mobility is still possible.”

- Survey Respondent (Older person)





Barriers and enablers

Barriers

Across all engagement activities, the following barriers were identified.



Convenience

Already owning a private vehicle was the main reason people did not use car share. For this group, using car share was not perceived as a convenient alternative to car ownership, and many liked the independence of owning their car.

For families, the convenience of private car ownership assisted with managing demanding schedules, such as kids' sports and school activities. The unreliability of car share for this type of use was perceived as a barrier to use.



Safety

Issues related to safety, including placement of vehicles and lighting, were also raised as a barrier, particularly by women. Being able to access a car share vehicle at night safely was a concern. There was a desire to see more bays in locations that are well-lit and visible.

Considerations around safety for travelling with children were a barrier for some people, particularly concerns around access to child car seats. Some women and families noted that some providers could arrange a car seat it may not be as safe as a car seat installed by a professional. It also added an extra step to the process, which made it more difficult and inconvenient to use car share.

“Availability of cars became unreliable. I also have to travel regionally on a regular basis and car share is too expensive. I am considering making my car available for car share. Such as Car Next Door.”

- Online Survey Respondent (Older person, woman)

“Having child seats makes car sharing more difficult. I use car share for vans and utes, but now also need my own car for child seats for my family.”

- Online Survey Respondent (Male, parent)



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“As a woman concerned about safety, I would like the car share parking spaces to have good lighting.”

- Online Survey Respondent (Woman)

“We have a car share nearby, but I have kids in booster seats and the booking feels stressful.”

- Neighborhood Engagement Participant



Availability

Difficulty booking car share vehicles when and where needed was identified as a key barrier to their use. Many participants reported that they found vehicles were not available when they wanted to book them.

Cost of car share

Among non-car share service users, the cost of car share services was seen as a barrier. In particular, membership fees and the pay-to-use nature of the service were cited as reasons why car share services were not used.

In particular, the way car share services charge for long-distance or overnight travel was considered expensive and a significant barrier.

Knowledge of car share

A general lack of awareness of car share and how it works is a clear barrier to use. A high number of car share users responded to the survey, however, for NEP and direct engagement participants, we saw a much lower level of use. This may be because of a lack of understanding of car share.

Difficulty navigating car share technology to sign up and book a vehicle was reported as a barrier in NEP engagement and direct outreach.

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“I would like car share to have better overnight prices. I find these prohibitive. This is the main reason for my thinking of buying my own vehicle.”

- Online Survey Respondent (Non-binary)

“I’m on a very low income, I don’t think I could afford it.”

- Targeted Discussion Participant (CALD)

“I’m not sure what it is and I don’t know how it works.”

- Targeted Discussion Participant (Older person)

“The organisation doesn’t use car share and it’s very unlikely the people we support would as they have little or no money, we pay rent for our networks. It’s probably too expensive.”

- Targeted Discussion Participant (Older person, community support worker)



Enablers

Feedback was also provided on how car share could be made more accessible. The main enablers of the use of car share are summarised below.

- The proximity of car share vehicles to the home was commonly raised, with some avid users advising that access to car share vehicles would influence where they lived. For non-car share users, proximity to share vehicles was not enough incentive, with many saying they already live close to car share vehicles.
- There was a desire to see Council consider the placement of new car share bays and ensure they are accessible and safe.
- Many respondents felt they didn’t have the answers, but shared that they would like to see Council continue to work with the community and car share providers to address barriers to access.



Support for car share

Across all engagement activities, there was a high level of support for car share and a desire to see Council support car share in the City of Port Phillip. Most survey respondents supported car share, with only 9% indicating that they believe Council should not support it.

Top reasons people think Council should support car share

- To decrease car ownership, improve congestion and parking pressure
- To help the environment by reducing emissions
- To provide access to a car on an as-needs basis

“Car share takes away parking spaces - support but shouldn't be on street.”

- Neighbourhood Engagement Participant

“Support reducing pollution and traffic although I don't use me.”

- Neighbourhood Engagement Participant

“We use car share as better for the environment. Having a dedicated spot is important to find the car.”

- Online Survey Respondent (Woman)

“Access to car share enables independent living for elder members of our community. They are still able to be independent and through accessing car share they are still active in our communities. Also, car share opens the possibility for employment, socialising, independence, and flexibility from the public transport system. This resource is valuable and thank you for having it in the city of Port Phillip.”

- Online Survey Respondent (Woman, older person)



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Work with the community

There was a desire to see Council continue working with the community to make car share work for everyone, even those that don't use it.

Impact on parking

The main reasons for not supporting car share were mostly related to parking. There was a view that car share contributes to parking issues in activity centres and that introducing additional car share bays would further exacerbate pressure on parking.

Support for a usage target

The introduction of a 'usage target' for car share vehicles was generally supported, with the target being seen as an opportunity to respond to concerns around the impact on parking.

"I don't like them, because they take up car parks on this street and make it harder for customers to park, and that could turn them off coming into my store. I support it, but the dedicated spaces shouldn't be on busy roads, they should be in back streets with ample parking."
- Targeted Discussion Participant (Male, business owner)



"Sometimes you're paying for a car to be sitting idle if used for transport - free-floating cars would possibly make a difference." - Neighbourhood Engagement Participant



Increasing the use of car share

Incorporate car share bays into new developments

Several suggestions were made to incorporate car share bays into new developments to increase the number of car share vehicles in the City of Port Phillip without impacting existing on-street parking availability.

EVs would encourage the use of car share

People would be more likely to use car share if they could access electric vehicles (EVs) through car share services. However, when asked if they would be willing to pay more for EVs, there was a difference in opinion. While some participants said they would be happy to pay more, most said they would use EVs if the cost was the same as petrol cars. There was a sense that car share users are "already doing their bit" for the environment, and paying more for an EV would not be justified.

Support for the idea of 'floating car share bays'

There was support for the idea of 'floating car share bays' among workshop participants, that is, car share vehicles that can be parked in locations without parking restrictions. However, there were concerns that 'floating bays' could impact the availability of on-street parking.

"A one-way car share program (i.e. vehicle can be returned to a different location than where it was picked up) would provide even greater flexibility for uses and possibly increase uptake."

- Online Survey Respondent (Woman)

"More car share in large apartment complexes."

- Neighborhood Engagement Participant

"I would 100% use if there was access to EVs, I would sell my car and use car share exclusively."

- Targeted Discussion Participant (Women, LGBTQIA+)





Appendix 1:

Complete demographic data tables from the survey

Where do you live, work or visit in the City of Port Phillip?	Number of responses	Percentage (n=85)
Albert Park	0	0.0%
Balaclava	6	7.1%
Elwood	8	9.4%
Melbourne	9	10.6%
Middle Park	2	2.4%
Port Melbourne	11	12.9%
Ripponlea	0	0.0%
South Melbourne	11	12.9%
Southbank	0	1.2%
St Kilda	22	25.9%
St Kilda East	10	11.8%
St Kilda West	4	4.7%
Windsor	0	0.0%
Prefer not to say	0	0.0%
Other	1	1.2%

City of Port Phillip Engagement Report



Do you identify as any of the following?	Number of responses	Percentage (n=225)
Resident	212	92.2%
Business owner	27	11.7%
Ratepayer	76	33.0%
Worker	42	18.3%
I am a carer	7	3.0%
I am a person with disability	5	2.2%
I have parent/guardian responsibilities	19	8.3%
Student	7	3.0%
Volunteer	12	5.2%
Visitor	2	0.9%
Prefer not to say	2	0.9%
Other (please specify)	1	0.4%

City of Port Phillip Engagement Report



Please select your age group	Number of responses	Percentage (n=230)
Under 18 years	0	0.0%
18 to 24 years	1	0.4%
18 to 24 years	28	12.2%
35 to 49 years	94	40.9%
50 to 59 years	51	22.2%
60 to 69 years	36	15.7%
70 to 74 years	10	4.3%
75 to 79 years	5	2.2%
80 to 84 years	1	0.4%
85 and over	0	0.0%
Prefer not to say	4	1.7%

What is the main language spoken at home?	Number of responses	Percentage (n=230)
English	216	93.9%
French	4	1.7%
Greek	1	0.4%
Hindi	0	0.0%
Italian	0	0.0%
Mandarin	0	0.0%
Russian	1	0.4%
Spanish	1	0.4%
Other	8	3.5%

City of Port Phillip Engagement Report



Which gender do you identify with?	Number of responses	Percentage (n=230)
Woman or female	102	44.3%
Man or male	109	47.4%
Non-binary	1	0.4%
Prefer not to answer	16	7.0%
I use a different term (please specify)	3	1.3%