



Maribyrnong
CITY COUNCIL

Maribyrnong Carshare Policy 2016-2021

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Introduction

Carshare is an innovative form of transport that allows people to hire vehicles on demand for short periods of time, via a telephone or internet booking service. The vehicles are parked in dedicated bays and are accessible to members at any time of the day or night. Members benefit from the flexibility of having access to a private vehicle without having to pay the fixed cost associated with owning a car.

Independent industry research indicates that each carshare vehicle can replace up to 10 privately owned vehicles¹ and can therefore assist in reducing traffic congestion, parking demand, and greenhouse gas emissions.

Carshare is most suited to locations with medium-high population density, mixed land uses, good access to public transport, and provisions for walking and cycling; and where there are high levels of traffic congestion and car parking problems.

The Maribyrnong Integrated Transport Strategy supports the use of carshare as a form of sustainable transport, along with walking, bike riding and use of public transport. Council, through the Maribyrnong Council Plan 2013-17, is committed to delivering the following wellbeing outcome:

“Accessible, affordable and safe transport options for all community members that encourage sustainable and active transport around the municipality.”

Additionally two strategic objectives of the Council Plan are:

1. Transport

“We will plan and advocate for a functional, sustainable and safe, bike and pedestrian friendly transport and traffic management system that meets the community’s needs.”

2. Environmental Sustainability

“In partnership with our community and stakeholders we will educate and promote environmental sustainability”

¹ 2014 City of Melbourne Carshare Review

Purpose

To provide a decision making framework to ensure the efficient and effective operation of the carshare service and to guide the allocation and use of available and appropriate parking spaces.

Scope

- The policy will apply to the City of Maribyrnong and be administered by the Civil Design and Transport and Parking and Local Laws Departments of Council.
- The policy issues are the eligibility of car share operators, the provision of car share bays, the criteria for location of car share bays, carshare fees, application requirements and cancellation procedures.
- From a community perspective the policy will apply to carshare members.

Definitions

States key word/abbreviation with definitions

Term	Definition
Carshare	A system where Carshare vehicles are parked in dedicated bays and are accessible to members at any time via a telephone or internet booking service.

Responsibilities

Sustainable Transport Officer
Coordinator Transport
Manager Civil Design and Transport
Infrastructure Services Directorate
Parking and Local Laws Coordinator
Manager Regulatory Services
Sustainable Development Directorate

Policy

Eligibility of Carshare Operators

The City of Maribyrnong will dedicate car parking spaces only to genuine Carshare Operators. To qualify, operators must:

- Provide, or be developing, a membership based service with access to a fleet of fuel efficient, low emission vehicles.
- Allow, at a minimum, any licensed driver over the age of 18 to join, subject to reasonable creditworthiness and driving history checks.
- Provide a 24 hours per day, seven days a week internet and phone-based booking and invoicing system and member support; as well as car cleaning and maintenance services.
- Offer a minimum booking duration of one hour or less.

Provision of Carshare Bays

- Carshare bays are subject to approval by Council.
- The operator will identify and submit details of proposed sites.
- Council will assess the sites for suitability.
- Council will consult with nearby land owners and occupiers prior to installing on-street carshare bays. Council will consider submissions received and reserve the right to decline the application.
- A target for carshare bays in Maribyrnong is 50 No. by the end of this policy in 2021.
- Council reserves the right and may consider a subsidy or waiver to encourage car share in the north and western parts of Maribyrnong.

- Council may from time to time promote car share via Council's website and at other opportunities.

Criteria for Location of Carshare Bays

Criteria for new carshare locations will include consideration of:

- Evidence of interest in carshare from the community.
- Proximity to public transport to maximise accessibility.
- Road safety and personal safety considerations.
- Density of residential and commercial uses.
- Impact on local residential and commercial parking availability.
- The opportunity to access an alternative car share vehicle should the potential location be booked.
- Number of existing carshare spaces in the vicinity of the proposed location.
- For new developments, the possibility of an integrated on-street car share bay option available to the general public will be considered as first choice.
- For new developments, should car share bays be located on private land, connected with a new development, the possibility of accessible carshare bays available to the general public will be considered as a second choice.
- For new developments, off street private car share bays will be considered, but normally only if the general public has access through any security system that may apply to the car park or parking bay areas or other via methods that may be adopted from time to time to allow car share public access.
- Proper forward planning between Council, developers and car share operators in the new building fit out to cater for any car share bays.

Carshare Fees

Carshare operators will be charged for exclusive access to a carshare bay.

Council will charge the following two fees for each approved bay.

1. Establishment Fee

The costs of line marking and signposting the bay, and the right to operate a carshare service from a public parking space for two years is reflected in the

Establishment Fee – see Fee Schedule in Appendix 1. This fee covers the first two years of operation. The Establishment Fee is based on a full cost recovery approach for the activities undertaken by Council. Within a paid parking area a higher fee will be paid to cover lost parking revenue.

2. Renewal Fee

After the initial two years of operation, the carshare operator will be able to apply to renew the agreement for another two years by paying a Renewal Fee. The Renewal Fee allows carshare providers to operate a carshare service from a public parking space for a further two years. Renewal is subject to Council approval and is not automatic. Fees will be used to cover costs of ongoing maintenance of carshare bays and to provide for other sustainable transport modes. Within a paid parking area a higher fee will be paid to cover lost parking revenue.

Carshare providers with bays secured prior to the adoption of this policy may continue to use existing bays for a maximum period of one (1) year from adoption of this policy, after which they must apply to renew the agreement for another two years, and pay a Renewal Fee. The renewal fee is to be a biennial charge.

Council reserves the right to adjust the amounts payable and the fee schedule.

Fees may be adjusted following the adoption and implementation of Maribyrnong Parking Strategy.

Carshare operators with approved bays in Maribyrnong will be notified in writing of any change to the fee schedule, a minimum of 30 days before the updated fees take effect.

Application Requirements

The Carshare operator must provide the following documents:

- a. Evidence that the eligibility requirements are satisfied.
- b. Details of the proposed locations for the parking spaces, and reasons for the choice of location(s).
- c. Evidence of appropriate public liability insurance.
- d. A report detailing carshare experience, capability and past performance.

Operational Requirements

- Carshare vehicles must prominently feature the operator's logo to be eligible to park in a carshare bay.
- Cars and immediate surrounds are to be kept in clean and tidy condition.
- Operators to obtain planning permits for signage (e.g. information boards) if applicable.
- Approved Carshare Operators will not locate additional carshare vehicles on public land within the municipality without gaining the approval of the Manager Civil Design and Transport.
- Although providing enforcement, Council will not be held responsible for non-compliance in the use of parking spaces dedicated to carshare.
- For car share bays on private property under the control of an Owners Corporation or private owner, preference will be given to car share bays that are available, where practicable, to the general public, as well as the residents of the development.

Reporting Requirements

Carshare operators will provide written performance reports annually to Council. The vehicle utilisation and membership information in the reports will be used by Council to determine the value of carshare services to the City of Maribyrnong.

Cancellation

Should Council deem it be necessary to relocate or suspend a carshare bay, Council will work with the relevant carshare operator to find a suitable alternative location. In such circumstances, the costs of new signage and linemarking will be covered by Council.

In the instance that an alternative site is unavailable, the carshare operator or any other person will not be entitled to any payment, compensation or damages of any kind from Council.

Council reserves the right to cancel a carshare operator's permit at any time with four (4) weeks written notice and upon cancellation will reimburse the balance of fees paid on a pro rata basis (excluding establishment fee).

Key Stakeholders

- Sustainable Transport Officer
- Coordinator Transport
- Manager Civil Design and Transport
- Parking and Local Laws Coordinator

- Manager Regulatory Services
 - Sustainable Development Directorate
 - Members of the Maribyrnong Community
 - Commercial Carshare Operators
 - Carshare Customers
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Related Legislation

Local Government Act 1989

Related Documents

Appendix 1 Fee Schedule

Review of Policy

Policy will be reviewed four years from the date of approval.

Appendix 1

Fee schedule

Type of Fee	Location	Amount plus GST per Bay	Duration
Establishment Fee	Non-ticket parking area	\$500	2 years
	Ticket parking area	\$1,500	2 years
Renewal Fee (after first 2 years covered by Establishment Fee.)	Non-ticket parking area	\$100	2 years
	Ticket parking area	\$500	2 years