

Policy Register

Manningham Car Share Policy 2024

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Policy N°	- D23/114005
Policy Status	- Approved
Responsible Service Unit	- Integrated Planning
Authorised by	- Council
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Next Review Date	- April 2029



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This policy is part of a suite of policies adopted by Council or the Executive Management Team (EMT).

New or replacement policies can be created and developed within Service Units but can only be added to Council's Policy Register by Governance Services following the approval of the policy by Council or the EMT.

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PURPOSE

To provide Council with a framework to manage all relevant aspects of car share schemes in Manningham in an equitable and fair manner.

SCOPE OF POLICY

This Policy applies to car share providers operating from car share bays on public roads and within Council managed off-street car parks in Manningham.

Peer-to-peer car share schemes, where private owners hire out their vehicles directly to others, are not covered by this policy.

The Policy encourages private developers to provide for car sharing within their developments but does not specifically govern any private agreements between car share providers and developers.

POLICY STATEMENT

Council recognises the emerging popularity of car share as a flexible and more sustainable alternative to private vehicle ownership. This Policy aims to achieve an increased uptake of car share services by Manningham residents, to contribute to a mode-shift from private vehicles towards more sustainable transport options.

The key guiding principles for Manningham's Car Share Policy are informed by Manningham's Council Plan 2021-2025:

- *Liveable Places and Spaces*: to provide well connected, safe and accessible travel.
- *Resilient Environment*: to reduce our environmental impact and adapt to climate change.

Research undertaken by Infrastructure Victoria for their 2023 report '*Fast, Frequent and Fair, how buses can better connect Melbourne*' found that 25% of Melbourne residents would like to get rid of their car, but do not feel that they have alternative viable options.

Car sharing provides an alternative, allowing households to forego a private vehicle in favour of as-needed access to a car share vehicle.

Council's Liveable City Strategy 2040 (2021), Transport Action Plan 2021 and Doncaster Hill Modeshift Plan 2014 include objectives to minimise reliance on the private vehicle. A key objective of Council's Doncaster Hill Modeshift Plan 2014 is to increase the proportion of Doncaster Hill residents using public transport to 30 per

cent of all journeys by 2030. This number has already increased to 19 percent (measured in 2021) and is set to rise further as additional improvements to the integrated transport network are achieved.

Manningham has also committed to more sustainable transport options and net zero emissions goals, as part of the Climate Emergency Response Plan (2023).

Car sharing contributes to these key sustainability goals by reducing reliance on private vehicles. Car sharing acts as a complementary service that enables households to be more reliant on public transport as their primary form of transport.

According to a report by Phillip Boyle and Associates (2016) *'The Impact of Car Share Services in Australia'*, further community benefits include reduced expenditure for households on car ownership, reduced parking and road congestion pressures, and health benefits from subsequent increased uptake of active transport (walking and cycling). The report also highlights that car share vehicles are also typically newer than the private car fleet, making them safer and more environmentally friendly.

RESPONSIBILITY

Manager Integrated Planning / Strategic Transport Planner

DEFINITIONS

Term	Definition
Agreement	A license agreement or similar formal arrangement between Council and a Car Share Provider that outlines specific terms and conditions for operation of the car share scheme in Manningham.
Car Share / Car Sharing	A short-term vehicle hire service that allows members to reserve vehicles on an as-needed basis, usually via a booking platform.
Car Share Scheme / Car Share Service	A broad term to cover all types of car share or similar arrangements, including peer-to-peer car sharing (whereby private owners hire out their vehicles directly to others).
Car Share Provider (CSP)	A company that provides car share services via a fleet of vehicles made available for short-term hire by their members.
Car Share Member	An individual or business that has formally signed-up to a car share provider's service.

Term	Definition
Car Share Vehicle	A vehicle provided by a car share provider for exclusive use by its members.
Car Share Bay	A car parking space that is signed and line marked and reserved for a car share vehicle to be parked while not in use. Signage indicating the bay is 'no-standing' except for the car share vehicle is in place.
Council	Manningham Council

RELATED POLICIES

Doncaster Hill Strategy (2002, revised 2004)
Doncaster Hill Mode Shift Plan 2014
Doncaster Hill Behavior Change Plan 2016
Manningham Parking Management Policy 2018
Transport Action Plan 2021
Climate Emergency Response Plan 2023
Liveable City Strategy 2040
Council Plan (2021 – 2025)
Climate Emergency Response Plan (in draft)

SUPPORTING PROCEDURES

Application

This policy applies to car share providers operating in Manningham.

The policy applies to Council when creating and managing arrangements with car share providers and in undertaking actions to encourage uptake of car share services in Manningham. The policy provides Council with discretion to reserve car parking spaces on public roads and within Council managed off-street car parks for the purpose of installing car share bay/s, as supported by the policy statement.

The policy does not provide exemptions to the statutory on-site car parking requirements and does not form part of the Planning Scheme. However, the policy should be considered by the Responsible Authority when determining planning applications for car parking reductions. As such, the purpose, policy scope and policy statement are relevant to private developers, in particular those who may be seeking approval for a reduction in on-site parking requirements.

Requirements

Car Share Providers seeking to operate in Manningham must provide to Council:

- Proposed locations of car share bays with supporting evidence/justification for why these locations have been chosen.

- An outline of their business model, including the approach to customer/member support.
- An overview of previous performance history.
- An outline of how and what membership rates and other data will be reported to Council.
- A copy of the terms and conditions for their car share members, including privacy policies and disclaimers.
- Demonstration that diversity and inclusion is a strong focus for the business.
- Confirmation of appropriate public liability insurance.
- Confirmation of relevant assessments and background research including a Gender Impact Assessment where applicable.
- Any other background information or documents as required to execute an agreement, or to demonstrate compliance with relevant legislation.

Car Share Bay Placement

Installation of car share bays within Manningham on public roads and within Council managed off-street car parks is subject to approval and implementation by Council.

When agreeing on a location for a new car share bay, Council and the relevant CSP must consider the following:

- Areas of high residential density.
- Location of activity centres and other points of interest.
- Impact on local residential amenity.
- Impact on public on-street and public commercial parking availability.
- Interest from the community.
- Location of any other nearby car share bays.
- Private vehicle ownership rates.
- Proximity to public transport stops.
- Road and personal safety.
- Traffic signals, signage and any existing traffic data.
- Nearby infrastructure, including power (for electric vehicles).
- Any other matters as relevant.

Locations that should be prioritised for the installation of car share bays are those that optimise opportunities for end users, such as employment, activity and community centres. Areas of high residential density should also be prioritised, to maximise the number of potential users with convenient access to the car share vehicle. Council will consider other locations where there is demonstrated demand for a new car share bay.

Placement of car share bays must not adversely impact road or personal safety. Locations with high surveillance, good lighting, clear sightlines, low speed limits and separated pedestrian access should be selected where possible. Car share bays can only be established in car parking spaces that meet the minimum dimensions and requirements of the relevant Australian Standard. Placement of car share bays must not unreasonably impact parking availability or residential or community amenity.

Notification

Council will work with the relevant CSP to notify nearby residents, businesses, landowners and other stakeholders prior to the installation of a car share bay(s). Feedback from the notification process will be considered by Council before a final decision is made to proceed with the installation.

Agreements

Car share bays should be leased for a minimum of three years by the CSP, with an option to renew the lease for a further three years subject to Council discretion. The exact timeframes and conditions must be outlined in the agreement between Council and the CSP. All initial documentation and material must be prepared by the CSP and provided to Council to commence the agreement negotiations.

Financial costs

Establishment costs for the installation of parking signage and line marking will be borne by the CSP, subject to the conditions of their agreement with Council.

No recurring renewal fee will apply unless specified by the agreement between the CSP and Council. Council will incorporate maintenance of standard signage and line marking into its usual traffic and road management costs.

Responsibilities and management

Party/Parties	Roles and Responsibilities
Council	<ul style="list-style-type: none"> ○ Approving CSPs for operation in Manningham. ○ Assessing agreements submitted by CSPs to formalise car share services. ○ Installation and maintenance of standard signage and line marking for car share bays. ○ Ongoing monitoring and evaluation of car share bays including by reviewing usage data provided by the CSP. ○ Collaborating with CSPs to notify impacted stakeholders of proposed car share bays. ○ Enforcement of any parking non-compliances via usual City Compliance functions. ○ Promotion of the benefits of car sharing generally. ○ Encouraging the provision of car share bays in private developments through the planning application process. ○ Monitoring and review of this policy to ensure any required changes are made to strengthen and improve the policy over time.
Car Share Provider (CSP)	<ul style="list-style-type: none"> ○ Supplying application documents to become an approved car share provider in Manningham.

Party/Parties	Roles and Responsibilities
	<ul style="list-style-type: none"> ○ Preparing all relevant documentation and material to enter into agreements with Council to formalise car share services. ○ Collaborating with Council to notify impacted stakeholders of proposed car share bays. ○ Payment of all costs per the terms of their agreement with Council. ○ Providing vehicles, membership, and a level of service that meets community requirements as assessed by Council Officers, and in accordance with their agreement. ○ Providing regular membership/usage data and annual reports to Council, per the terms of their agreements. ○ Promotion of car share services in Manningham to current and prospective members.

Sustainability, accessibility and inclusion

Council supports the inclusion of electric vehicles within a CSP’s fleet and where possible will work with the CSP to facilitate the use of such vehicles.

Council is supportive of other exemplary initiatives relating to sustainability, access and inclusion such as net zero emissions achievements, affordable access to car share for low income earners, free memberships or other community sign-up incentives, inclusion of baby or child car seats in vehicles, provision of DDA accessible vehicles and car share bays, and visual indicators of inclusion (e.g. displaying the rainbow flag).

Costs usually payable by the CSP may be waived or discounted by Council subject to exceptional performance in these areas.

Cancellation

Council reserves the right to relocate or remove a car share bay at any time. Notice requirements will be subject to the terms of the agreement. If Council needs to relocate or remove a car share bay, Council will work with the CSP to find a suitable alternative location. Costs associated the relocation will be borne by Council in this instance. If the CSP elects for the car share bay to be deleted instead, or if a suitable alternative location cannot be provided, the CSP is not entitled to any payment, compensation or damages of any kind from Council. The CSP may terminate the agreement upon giving the required amount of notice and meeting any conditions of the agreement. Failure to meet obligations may also result in the termination of the agreement subject to the conditions of the agreement.

RELATED LEGISLATION

This policy guides Council and CSPs in preparing agreements to facilitate car share services, which is generally an administrative function.

The policy is deemed to be generally in accordance the below related legislation:

- *Local Government Act 1989*
- *Road Management Act 2004*
- *Charter of Human Rights and Responsibilities Act 2006*
- *Climate Change Act 2017*
- *Gender Equality Act 2020*

SUPPORTING RESEARCH AND ANALYSIS

Car share schemes are emerging as a useful and sustainable transport option for Melbournians. Car share policies have subsequently been prepared and endorsed by various Melbourne councils including City of Port Phillip, City of Yarra, City of Melbourne, City of Stonnington, Glen Eira City Council, City of Greater Dandenong, City of Darebin, Maribyrnong City Council, Bayside City Council and City of Boroondara. Car share policies from these councils have been reviewed during the preparation of this policy, in addition to the other topical policies, legislation and documents referenced throughout. A Gender Impact Assessment was undertaken to review the policy through a gender and intersectionality lens, so that the diverse needs of all persons were considered.

DOCUMENT HISTORY

Policy Title:	Manningham Car Share Policy
Responsible Officer:	Emma Steele
Resp. Officer Position:	Strategic Transport Planner
Next Review Date:	2029
To be included on website?	Yes

Last Updated	Meeting type? - Council or EMT	Meeting Date	Item N°
March 2024	EMT	4 April 2024	