

City of Yarra Car Share Policy 2019-2024

Addendum A - Implementation Plan

Introduction

1. This is an addendum to the Car Share Policy 2019 - 2024 (the Policy) and should always be read in conjunction with the policy.
2. The Implementation Plan sets out a managed approach to implement the adopted Council Car Share Policy.
3. It outlines the procedures and responsibilities for implementing up to an additional 85 on-street car share bays and 46 off-street car share bays in Yarra over the next five years.
4. The plan covers:
 - (a) siting and location criteria;
 - (b) application process;
 - (c) car share provider (CSP) qualification process;
 - (d) consultation;
 - (e) permit and installation fees;
 - (f) provision of disability access parking bays for electric wheelchair accessible vehicles;
 - (g) conversion of informal spaces;
 - (h) permit renewal process, and
 - (i) car share provider (CSP) reporting requirements.
5. The general process for a Car Share Provider (CSP) to install a new car share bay is shown below.



Siting and location criteria

6. The criteria for siting on-street car share bays is outlined in section 8 of the Policy and set out in more detail below. The purpose of the criteria is to minimise the impact of new car share bays on the community and encourage car share as per the adopted Strategic Transport Statement. CSPs and Council officers will follow the criteria in determining the appropriate locations of car share bays to maximise the car share vehicle utilisation and benefits of car share to the community.
7. Car share bays will not be located in:
 - (a) residential permit zones;
 - (b) paid parking bays;
 - (c) disabled bays;
 - (d) taxi bays;
 - (e) bus stops, tram stops;
 - (f) loading zones;
 - (g) emergency vehicle bays;
 - (h) any parking bays with time a restriction less than 1 hour, and
 - (i) clearways or no stopping zones
8. CSPs must demonstrate the siting criteria has been considered as part of a car share permit application.
9. Council officers will review applications against the criteria to determine whether the proposed location is appropriate. If not, Council officers will work with the operator to find a more suitable location nearby.

Car Share Spaces on or near Shopping Strips.

10. The following criteria must be used when locating and siting a new on-street car share bay on or near a Shopping Strip:
 - (a) metered parking spaces are not to be converted to car share spaces as these spaces are in high demand. Suitable locations in nearby unmetered parking areas are to be instead considered;
 - (b) bays should be placed near intersections where possible to maximise the access catchment;
 - (c) spaces that are no longer required and can be repurposed should be considered where possible (e.g. redundant loading zones or taxi bays);
 - (d) locations where works have created new space, for example redundant vehicle cross-overs or relocated street furniture should be utilised where there is an opportunity to do so;
 - (e) ideally bays should be located at the beginning or end of a parking row;
 - (f) spaces should not be located outside business frontages in public spaces unless other options are not available. For example, spaces could be located adjacent to public open space or a municipal building. Where appropriate, officers will liaise with businesses in such instances to understand any impacts if for some reason no other option can be found regarding the location, and

- (g) co-location (multiple bays in the same location) of car share bays is not encouraged unless warranted by user demand, or another specific reason deemed acceptable to Council officers.

Car Share Spaces on Other Streets.

11. The following criteria must be considered when locating and siting a new on-street car share bay on Other Streets not covered by the Shopping Streets category; these streets are predominantly residential streets:
- (a) consideration will be given to existing car parking demand when siting a bay on a residential street. A bay will be located on a nearby residential street if the existing car parking demand on the street nominated by the CSP is deemed to be excessively high by Council officers;
 - (b) bays will ideally be placed no closer than 200m from another bay to provide a reasonable level of cover;
 - (c) bays will be placed near intersections where possible to maximise the access catchment;
 - (d) ideally bays should be located at the beginning or end of a parking row away from property frontages;
 - (e) where possible bays should be located adjacent to parks or the non-activated side of a building;
 - (f) if there are any existing car share bays that are no longer in use (e.g. because an operator has left the market) then these bays should be reutilised where possible;
 - (g) bays should not be located outside the front door of any residential property unless no other practical alternative option exists;
 - (h) where practically possible utilise spaces that are no longer required and can be repurposed, for example cross overs;
 - (i) make use of locations where works have created new space, for example redundant vehicle cross-overs or relocated street furniture;
 - (j) co-location (multiple bays in the same location) of car share bays is not encouraged unless warranted by user demand or deemed acceptable to Council officers, and
 - (k) any bays provided for use by cars with wheelchair accessibility must be able to safely accommodate this need by having clearance around the car particularly to the side and/or rear depending on the design of the car that is being deployed.

Other safety and access criteria:

- (a) orientation of bays must not block sightlines from access ways, pedestrian crossing points (formal and informal) or crossovers, and
- (b) provides clearances from service covers, drainage pits and conduits;

New Car Share Bay Application process

- 12. Council will accept car share permit applications from qualifying car share providers (CSPs) twice a year. The application periods will be open for one calendar month and are shown in the table below.
- 13. Council will notify CSPs of the exact application dates two months prior to the application period.

Table 1: Application periods

Year	Application periods
2020	March
2020	September
2021	January
2021	July
2022	January
2022	July
2023	January
2023	July
2024	January
2024	July

- 14. The number of maximum new car share bays (on street) distributed across the Small Census Areas in Yarra per year, is shown in Figure 1 and Table 2 below. Under no circumstances will more on street bays be permitted than the number shown. If operators wish to provide more bays in off street car parks then there is no upper limit on this.

Figure 1: Small Census areas in Yarra

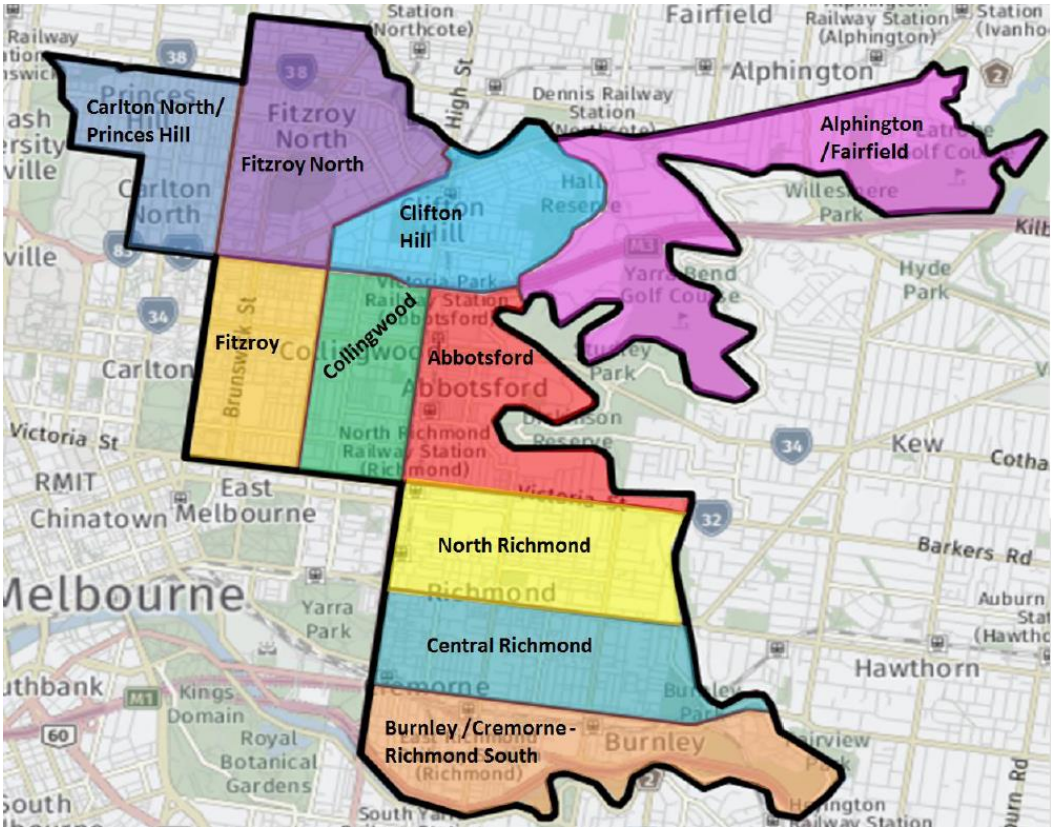


Table 2: Distribution of car share bays by small census area and year. (Note: on street bays are shown as maximum numbers, there is no upper limit on off street bays).

Small Census Area		2020	2021	2022	2023	2024	TOTAL on & off street	TOTAL
Abbotsford	On-street	3	2	1	1	2	9	14
	Off-street	1	1	1	1	1	5	
Alphington / Fairfield	On-street	2	2	1	1	2	8	13
	Off-street	1	1	1	1	1	5	
Burnley / Cremorne	On-street	2	1	0	1	1	5	6
	Off-street	0	0	1	0	0	1	
Carlton North / Princes Hill	On-street	3	3	1	1	2	10	15
	Off-street	1	1	1	0	2	5	
Clifton Hill	On-street	2	1	1	0	3	7	11
	Off-street	1	1	0	1	1	4	
Collingwood	On-street	1	2	1	0	1	5	7
	Off-street	1	0	0	1	0	2	
Fitzroy	On-street	0	0	0	0	0	0	0
	Off-street	0	0	0	0	0	0	
Fitzroy North	On-street	3	3	1	1	2	10	15
	Off-street	1	1	1	1	1	5	
Central Richmond	On-street	2	4	2	2	3	13	21
	Off-street	1	1	2	2	2	8	
North Richmond	On-street	4	4	3	3	4	18	29
	Off-street	1	2	3	3	2	11	
TOTAL on-street		22	22	11	10	20		85
TOTAL off-street		8	8	10	10	10		46
TOTAL		30	30	21	20	30		131

15. As part of an application, CSPs are also required to provide evidence of new off-street car share bays installed to demonstrate the required net proportion of off-street bays has been provided. The provision of new off-street bays across all small census areas collectively will be accepted in demonstrating the net proportion has been met.
16. CSPs are encouraged to nominate at least one additional location and prioritise their applications so an alternative location can be considered if a proposed location is deemed unsuitable.
17. On-street bays that are not allocated within a period will automatically roll over to the next period. Council officers will keep track of this and notify CSPs of the total number of available spaces within small census areas at least 2 months prior to the application periods.
18. The application process is outlined in the table below. Applications for a disability access parking bay for electric wheelchair accessible vehicles will differ from the standard application process and is noted in Table 3.

Table 3: New car share bay application process

<p>Step 1: Submit application</p>	<p>CSPs complete a car share permit application form for each car share bay they wish to apply for and submit to Council's Compliance and Parking services within the application period.</p>
<p>Step 2: Assessment of applications</p>	<p>Council officers assess the application and the suitability of the proposed car share bay location.</p> <p>Once a new car share bay location is confirmed, Council will notify the property owners immediately adjacent and either side the proposed bay location.</p> <p>Applications for a disability access parking bay will be subject to additional requirements as per Section 6 of the Implementation Plan.</p>
<p>Step 3: Payment of fees</p>	<p>Council will require payment of the permit and installation fee for each approved car share bay. An invoice will be issued to the CSP payable within 14 days.</p> <p>Applications for a disability access parking bay will not incur the permit or installation fees.</p>
<p>Step 4: Bay installation</p>	<p>Once payment has been received, Council will arrange signage and line marking for the new car share bays.</p> <p>Council will endeavour to install infrastructure within six to eight weeks of receiving payment, subject to weather conditions and resource capacity.</p> <p>As per Attachment 2 of the Policy, CSPs must supply a vehicle to the approved bay within two working days of installation.</p> <p>If CSPs require additional time to supply an electric wheelchair accessible vehicle to the approved disability access parking bay, this will be up to the discretion of the relevant Council Manager depending on the specific circumstances.</p>
<p>Step 5: Updating Council records</p>	<p>Once new bays have been installed, Council will update the new locations in GIS.</p>

19. Certain locations may attract a high level of interest for installing new bays, and Council will need to manage this in a fair and transparent way. Applications from CSPs will be processed in a rotational order to ensure a fair process for allocating new car share spaces.
20. The procedure for establishing the order is as follows:
 - (a) Council seeks expressions of interest from CSPs to apply for new car share bays in Yarra for 2019 – 2024;
 - (b) a starting order is determined through a ballot;
 - (c) applications are processed according to the order of the ballot;
 - (d) the order determined for the first application period in 2020 will continue to be used in rotation for future application periods up to 2024 i.e. the order for each

application period will follow on from the last application processed from the previous application period;

- (e) if a company is not ready to submit an application, they are skipped over until the next application period, and
 - (f) if a new company wishes to join, they automatically join the end of the queue.
21. Applications for disability access parking bays for electric wheelchair accessible vehicles will be given priority over the rotational order.
 22. If a CSP decides to withdraw from the market or existing car share bays are no longer utilised for other reasons, these spaces will become available for use by other CSP's as per the standard application process. Any reallocated bays will be treated as existing bays and not 'new' bays in the context of this policy.

CSP qualification process

23. Prior to applying for a new car share bays over the life of the Policy, CSPs must submit documentation to Council to become a qualified CSP.
24. CSPs must demonstrate compliance with the criteria detailed in Attachment 1 of the Car Share Policy to apply for car share bays within the City of Yarra to include requirements relating to insurance, car share vehicles, car share membership and minimum level of service. This information is to be submitted to Council for review prior to CSPs applying for new car share bays.

Community consultation for new car share bays

25. Council officers will assess applications and confirm a new car share bay location proposal.
26. Officers will then notify the property owner adjacent to the new bay, as well as the two property owners either side of the bay.
27. The purpose of this process is to inform the adjacent property owners of the change being made to a parking bay and to understand any specific issues or matters that need to be considered that are not apparent to officers.
28. It is noted that Council wants to encourage people to use car share and recognises that encouraging car share requires car share bays to be provided. Officers will implement the policy in accordance with this Implementation Plan and its requirements.
29. On this basis, it is important to note that the consultation process is not seeking to ask individuals if they agree with car share generally or on their street, or if they think there is enough car parking in Yarra or on their street; but rather it is about understanding any site specific matters that need to be considered when locating an individual bay and to inform residents of change.
30. This process is consistent with Council's consultation approach for installing loading zones and disability access parking bays.

Permit and Installation fees

31. The below permit and installation fees will be incurred for a car share permit application.
32. The permit and Installation fees are not applicable for disability access parking bays for electric wheelchair accessible vehicles.

Permit fee:

33. Car share bay permits are \$300 per year.
34. As per 12.2 of the Policy, CSPs are required to apply for permit to continue to use existing car share bays in Yarra.

Installation fee:

35. The car share bay installation fee is \$650.
36. This fee is a lump sum which includes the total cost of new signage and line marking, as well as traffic control required to install the new bay.
37. Car share bays proposed at existing parking bays with appropriate line marking and sign posts may incur a lower fee. This will be determined during assessment of the car share bay application.
38. Once an application has been submitted and the location of a new bay is confirmed, Council will calculate the relevant fee and invoice the CSP.

Provision of disability access parking bays for electric wheelchair accessible vehicles

39. The Policy requires that every 40th additional car share car provided by any single CSP from August 2019 be electric wheelchair accessible and capable of transporting a passenger in an electric wheelchair. CSPs are responsible for providing the electric wheelchair accessible vehicles as per this requirement.
40. Council will keep a record of the number of car share bays installed by each CSP in Yarra via GIS and a master spreadsheet. CSPs will be notified when they are approaching their 40th car share bay, to ensure there is sufficient time to progress planning for provision of an electric wheelchair accessible vehicle.
41. When siting a disability access parking bay, CSP's should consider a number of priorities to maximise ease of access for people with a disability and their family/carers. This includes, but is not limited to:
 - (a) Proximity to shopping strips, activity centres and other key services (i.e. hospitals, education facilities);
 - (b) Near intersections and interchanges with accessible transport routes, and
 - (c) Adjacent to footpaths that comply with DDA access requirements.
42. The siting and location criteria for car share bays on Shopping Strips and Other Streets is applicable to electric wheelchair accessible spaces.
43. A proposed location for an on-street disability access parking bay must be suitable for the installation of a disability access parking bay as per AS2890.5 On-Street Parking Facilities section 4.5 Parking for People with Disabilities.
44. A proposed location for installation of an off-street disability access parking bay must consider the Australian Standards AS2890.5 On-Street Parking Facilities section 4.5 Parking for People with Disabilities and/or AS/NZS 2890.6 – 2009 Off –Street Parking for People with Disabilities.

Conversion of informal car share bays

45. All car share cars in Yarra are required to be located in an allocated bay.

46. There are currently 12 informal car share bays in unrestricted parking areas in Fitzroy North and Clifton Hill i.e. no signage or line marking to mark the bay. These spaces will be formalised and processed separately on an incremental basis from applications for new car share bays over the life of this policy.
47. The Policy requires CSPs to submit permit applications for all existing car share bays over the life of the policy. CSPs will be required to pay the installation fees at the time of submitting an application to formalise a bay.
48. As shown in Table 5 below the infrastructure required at each bay will be installed incrementally over 5 years.

Table 5: Proposed annual rate to formalise existing 'informal bays'

Financial Year	2020	2021	2022	2023	2024
Bays formalised	2	3	3	2	2

Renewal of permits

49. On-street car share permits are to be renewed every 24 months. The permit renewal fee is \$600 (\$300 per year).
50. Permits will be reviewed prior to being renewed, to confirm that a car share bay meets a minimum utilisation rate of 5% per day averaged over one month. Streets with a parking occupancy greater than 80% require a minimum utilisation rate of 15% to be renewed.
51. The following will also be considered during the review of a car share bay:
 - (a) eligibility requirements;
 - (b) records of complaints,
 - (c) land use and road network changes in the vicinity of the car share bay.
52. Council will notify CSPs of permits that are due to expire 3 months ahead of the expiration date.
53. CSPs are responsible for submitting a permit renewal application to Council, including usage data to demonstrate the utilisation rate of a car share vehicle.
54. Electric wheelchair accessible bays are exempt from utilisation requirements and permit fees.

CSP reporting requirements

55. CSPs are required to collect usage data on individual car share vehicles and bay locations, as well as general membership characteristics as per Attachment 2 of the Policy. This data is to be submitted to Council annually at the end of each financial year. Further, Council can also request this information at any time.
56. A template of the data required and key dates for submitting data will be provided to the CSPs operating in Yarra.
57. The data CSPs are required to submit to Council includes (but is not limited to):
 - (a) total hours booked per month;
 - (b) total trips per month;
 - (c) utilisation rate per month;

- (d) total distance travelled per month;
 - (e) average trip distance per month;
 - (f) number of trips over 50km/h per month;
 - (g) number of trips undertaken on weekdays per month, and
 - (h) number of trips undertaken on weekends per month.
58. Each car share bay will be given a unique ID number in order for Council and CSPs to identify and keep a consistent record of car share bays in Yarra.
59. CSPs are also required to conduct an annual survey of Yarra members' travel habits and car ownership levels, and share the results with Council. The survey is to be jointly developed by CSPs and Council and conducted at the end of each financial year.

Governance

60. The roles and responsibilities of CSPs and Council is outlined below.

Obligations of CSPs

61. CSPs are responsible for service delivery and complying with the car share policy:
- (a) adhering to the obligations set out in Attachment 2 of the Policy, which includes requirements for reporting, maintenance of car share bay locations, parking restrictions;
 - (b) providing car share vehicles, car share membership and minimum levels of service that meet requirements outlined in Attachment 1 of the Policy;
 - (c) submitting documentation to Council that demonstrates compliance with the criteria detailed in Attachment 1 of the Policy;
 - (d) submitting documentation to Council in the event of a vehicle being temporarily or permanently replaced due to operational reasons;
 - (e) submitting applications for car share bay permits within the biannual application periods. Applications must be properly completed, including all required attachments and supporting information;
 - (f) provision of an electric wheelchair accessible vehicle according to the Policy requirement; and
 - (g) adhering to the specific requirements of the car share policy generally.

Obligations and Role of Council

62. The Compliance and Parking Services team is generally responsible for operational arrangements specifically:
- (a) overseeing the CSP qualification process;
 - (b) notifying CSPs of the biannual applications periods, and the number of bays available for each period, two months prior to the application period;
 - (c) establishing the starting order for the allocation of bays;
 - (d) assessment and approval of car share bay applications using the siting and location criteria;
 - (e) approving the make and model of car share vehicles to be supplied by CSPs;

- (f) notifying properties immediately adjacent to proposed bay locations, and the two properties at either side;
 - (g) preparing an Invoice Request Form to invoice CSPs for the applicable installation and permit fees;
 - (h) updating the Car Share Bay master spreadsheet and GIS map;
 - (i) arranging for Council's City Works to install new car share bays (line marking and signage) and to refresh signage and line marking of existing bays as deemed necessary by Council;
 - (j) serving as the point of contact for CSPs regarding enforcement of car share bays; and
 - (k) responding to requests to issue parking infringement notices to non-car share vehicles parked in car share bays.
63. Strategic Transport is generally responsible for planning and report writing specifically:
- (a) maintaining the Car Share Policy and Implementation Plan;
 - (b) working with CSPs to develop an annual survey of car share member travel habits;
 - (c) monitoring performance of car share bays based on data received from CSPs;
 - (d) recommending any changes to car share bay locations based on the performance and utilisation of bays;
 - (e) undertaking a mid-policy review of the Policy, Implementation Plan and fees and charges, if deemed necessary, to consider the progress, operation and alignment with policy objectives in practice;
 - (f) working with Strategic Planning to progress the inclusion of car share provision, location and design requirements in the planning scheme, requisite research and planning scheme amendment preparation. This will include determining the ideal approach and mechanisms to facilitate greater car share provision within developments;
 - (g) working with Communications to promote car share and increase memberships in car share schemes through promoting the concept of car share through Council's sustainable transport and parking compliance communications, and
 - (h) ensuring that strategic policy consistently promotes car share.
64. City Works is responsible for capital works and maintenance specifically
- (a) installing infrastructure at new car share bays, and
 - (b) maintenance of existing car share bays as required (i.e. refreshing line marking or replacing signage).
65. Traffic and Civil Engineering
- (a) assessing proposals for new car share bay locations that are not within an existing designated parking bay (i.e. newly redundant crossovers) to ensure new bays meet traffic safety requirements.
66. Statutory Planning is responsible generally for facilitating off street car share going forward by:
- (a) seeking 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, and

- (b) ensuring that planning permits include installation of off-street car share bays where appropriate.