

Car Share

Policy scope

Car share schemes allow members to book a nearby vehicle for a short time, unlock it with a membership card, and later return the vehicle at the end of the booking. Cost is calculated on time and trip distance.

As a component of its Integrated Transport Strategy, the City wishes to facilitate establishment of a car share scheme within Fremantle to provide an alternative to private car (or second car) ownership and, ultimately, reduce private vehicle travel.

The purpose of this policy is to outline the approach the City will take to facilitating this and the measures it will take to support the establishment of an initial trial scheme.

Policy statement

The City of Fremantle will seek to facilitate a fleet of car share vehicles. This network of vehicles will enable a significant number of households and businesses in Fremantle to have access to a car without having to commit to the purchase of one.

In support of this, the City will:

- review its private parking standards to consider where reduced provision might be appropriate on the basis of availability of car share schemes
- consider proposals to establish car share schemes within the City of Fremantle submitted to it
- consider provision of public car parking bays (initially at a subsidized rate as part of a trial to establish an initial car share scheme).

1. Intended outcomes

1.1 Use street parking more efficiently in the City of Fremantle. In many areas of the City, growing parking demand has exhausted the available kerbside parking space. Car sharing is a more efficient use of parking space, allowing a single vehicle to be used frequently by a large number of households.

1.2 Reducing community greenhouse emissions in the City of Fremantle. Car share vehicles are typically newer and more fuel-efficient than the average vehicle. They emit fewer greenhouse gases and fewer urban air pollutants. Increased uptake of car sharing will contribute to reduction in the City's greenhouse gas emission, in accordance with the One Planet Fremantle Strategy and Action Plan.

- 1.3 Support economic growth in the City of Fremantle.** Many city businesses, particularly small businesses, operate in neighbourhoods with limited off street parking and high parking costs. Car share schemes can also enable small businesses to reduce their overall expenditure on owning and maintaining a corporate fleet of vehicles. Use of shared vehicles is a realistic option for many of these businesses, and contributes to the viability of small business in inner-city neighbourhoods.
- 1.4 Reducing congestion in the City of Fremantle.** Trips in shared cars tend to be planned in advance rather than last minute, and charges increase in proportion to trip distance and duration. For this reason, those who share a vehicle make fewer and shorter trips than private drivers. Greater uptake of car sharing will consequently reduce total driving and on-road congestion.
- 1.5 Slowing growth in private vehicle ownership in the City of Fremantle.** With inner city density targets in place, and expected population increases city-wide, car ownership in the City of Fremantle could be expected to increase with serious implications for parking availability, traffic congestion and resource consumption. In keeping with the City's targets to reduce pollution and increase sustainable transport options, we endorse car share options as a means to slow growth in private vehicle ownership and reduce the need for second vehicle purchase.

2. Car Share Scheme Proposals

Proposals to establish car share schemes within the City of Fremantle will be considered in relation to:

1. Their ability to contribute to the intended outcomes listed above
2. Equity and good governance
3. Any costs (including in kind or administrative) they impose on the City.

To assist in the formulation and assessment of proposals, the following guidance is offered.

2.1 Use of on-street and public car park spaces

The City will provide a number of dedicated and exclusive on-street and public car park spaces for authorised car share vehicles. The quantity and location of on-street spaces will be negotiated with the operator commensurate with membership levels in the City of Fremantle and public benefit, and may increase over time.

The use of dedicated on-street spaces allows for convenient and equitable provision of car sharing across the City's different neighbourhoods. The benefits include:

- i. **Efficiency:** A greater number of City residents and businesses can use finite on-street space.
- ii. **Equity:** Access to street parking is extended to a greater proportion of households, including those who choose not to buy, or cannot afford, a private vehicle.
- iii. **Convenience:** On-street parking allows cars to be located close to residents, and evenly distributed throughout neighbourhoods.

Payment of a fee for public parking spaces commensurate with loss of revenue will be expected (refer 2.4 below).

2.2 Private parking spaces

The City of Fremantle will encourage on-site car share spaces where feasible, safe and accessible to the surrounding community, and upon agreement with the owners' corporation. The contribution these make to parking requirements applicable under the planning scheme will be assessed on their merits against the principles of the scheme (or as specified by any applicable local planning policy).

2.3 Management and operation

Car share operators seeking to utilise public parking will be required to enter legal agreement with the City governing the terms of their use of allocated spaces.

The City will dedicate public car share spaces only to genuine car share companies or service providers. To qualify, the provider must:

- i. Have, or be developing, a network of cars in locations that are accessible to all members.
- ii. Allow, at a minimum, any licensed driver over age 18 to join, subject to reasonable creditworthiness and driving history checks.
- iii. Supply a simple, user-friendly internet and / or phone-based booking system available to members 24 hours per day, allowing immediate booking of vehicles.
- iv. Offer minimum booking durations of one hour or less.

- v. Provide a user-friendly website with access to locations and current booking details for all cars, and a clear terms of use for car share members.

Allocation of public parking bays to traditional car rental businesses (as opposed to genuine car share operators) will not be considered.

E-scooter schemes may be considered under this policy where they are demonstrated to facilitate the intended outcomes of the policy.

Agreements between the City of Fremantle and car share operators will include annual reporting by the operator on:

- the operation of the scheme,
- membership levels and post code,
- useage (including booking availability rates), and
- planned expansion.

Inclusion of details of environmental benefit is desirable but not mandatory.

Where the scheme is establishing and so subject to the parking fee waiver outlined in 2.4, audited details of financial must be provided annually to allow the City to review the level of subsidy provided by the waiver.

In the case of non-compliance with these obligations, the City may impose sanctions to remedy the breach, and deter future non-compliance.

2.4 Recovery of costs

Fees and charges should maintain the incentive for residents to share vehicles, while balancing support for car sharing with reasonable recovery of public costs:

- i. Where per-vehicle fees are levied to recoup the administrative costs of issuing resident parking permits, these fees will apply to car share vehicles.
- ii. The City will not impose other charges on car share vehicles intended for use by residents or small businesses unless these charges are also incurred by private vehicles. Charges, where applicable, will be specified in the operators agreement with the City and will be based on estimated loss of revenue.
- iii. Car share companies must agree to fund in full the line-marking and signage of car share spaces where required. A make good clause will apply where car share operators discontinue use of their allocated bays - bays will be required to be returned to their original condition.

To assist in the establishment of an initial scheme, City may consider waiving charges for a limited number of bays (up to 8) for an initial establishment period

(up to 5 years) if this is demonstrated as necessary to enable the establishment of a viable scheme: this will not be offered for subsequent schemes or to multiple operators. In the event of the City receiving multiple proposals concurrently, the City will consider application of this waiver to that representing the best overall public benefit.

Notwithstanding the above, the Chief Executive Officer may authorise the waiving of fees or charges for non-profit car share operators.

2.5 Competition and new entrants

The City of Fremantle car sharing program is open to both existing and new car share operators. Potential new operators must meet the requirements of this policy. This policy in no way preferences any operator.

If after a trial period of this policy it is deemed that there is a significantly growing market for car share in the City of Fremantle, an Expression of Interest process may be required to ensure consistency and equity for new entrants, and to ensure the supply of car share spaces is sustainable relative to demand.

The City reserves the right to reject any application for establishment of an on-street or City car park car share space. The City may also refuse speculative and large scale placement of car share vehicles in the absence of reasonably foreseeable resident and business demand.

3 Promotion

The City will work to promote community awareness and understanding of car sharing. Where appropriate, this marketing will be incorporated into the City's promotion of walking, cycling, and public transport and will reflect principles outlined in the City's One Planet Council Strategy, and Integrated Transport Strategy.

4 Enforcement

Recognising that illegal parking is particularly problematic for car sharing, the City of Fremantle will support this policy by monitoring allocated car share spaces during regular parking patrols, and issuing infringements to non-car share vehicles parking in car share spaces.

Car share operators will also have an obligation to monitor the use of allocated parking spaces by non-authorized vehicles, and to report illegal uses to the City of Fremantle.

Definitions and abbreviations

Chief Executive Officer – The Chief Executive Officer of the City of Fremantle

Act – The *Local Government Act 1995*

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