

Car sharing – ready to go in Green Buildings across Australia



The building amenity that keeps on giving

greensharecar™

What?

- Pay-per-use cars parked onsite
- Available to occupants, 24/7 and on-demand
- Bookings can be made online or by phone
- Parking, fuel, insurance and maintenance are included

Who?

- Developers – can improve the profitability of a site at NO cost
- Landlords – can offer a valuable and green tenant amenity at NO cost
- Councils – can facilitate the introduction of sustainable mobility at NO cost
- Residents and businesses - can save money by adopting pay-per-use cars
- greensharecar™ – ensures that bookings are seamless
- Cars are well maintained

Why?

Developers

- Can provide less parking without reducing marketability
- Can make parking-constrained sites commercially viable
- Pay nothing to implement or operate the scheme
- Save on parking construction costs and/or can build more units

Residents/tenants (or occupants)

- Can reduce their levels of car ownership
- Don't have to buy or lease parking bays
- Save thousands of dollars per year compared to owning a car
- Adopt more active and sustainable travel practices, with significant health and environmental benefits
- Commercial tenants can provide a valuable employee benefit at no cost

How?

- greensharecar™ provides new cars on a fully-managed basis
- The shared cars are parked onsite, for the exclusive use of building occupiers
- The scheme operates for 6 years, with vehicle replacement after 3 years (or 100,000 kms)
- Drivers can book online or by smart phone
- greensharecar™ provides all vehicle and customer support
- The owners underwrite the cost of the car share scheme (through levies to the Strata Plan)
- However, trip charges to the user will cover most, if not all, of the operating costs
- Therefore, drivers pay for most, if not all, of the costs of the scheme
- The Strata Plan shares in excess profits (i.e. above break-even)

greensharecar™ recommends:

- 1 car per 50 apartments or 1 car per × 1000m² in office towers
- High density buildings should have a range of cars to suit the full range of mobility needs – small cars, medium cars, people movers, vans, and utes.



Roles

Council

Council is a key enabler by eliminating the regressive minimum parking ratio and reducing the maximum parking ratio. Council should also require the provision of car sharing in developments over a certain size. Critical to the sustainability and integrity of these planning controls are conditions that ensure:

- The car share parking bays are dedicated exclusively for car share vehicles
- The car share scheme is operated by a recognised car share organisation
- The Strata Plan budget for the share car facility
- The income from the car share scheme offsets the building operating costs to the extent that non car share drivers pay less (or ideally nothing) for the car share scheme, while the drivers of the car share vehicles, who pay per trip, shoulder the bulk of the cost of this amenity.

Developers

Developers are now incorporating car sharing into the design of their buildings, positioning the vehicles in convenient, high profile and well-lit locations.

The details of the car share scheme will need to be included in the development application, including the scope of the scheme, and how the scheme will be managed through the strata plan. Once development approval has been received, the developer should engage greensharecar™ who will advise the developer on the best options available for the development, for example incorporate the car share scheme in the pre-sales process – literature or video at the sales office, information on the website, advertisements and brochures etc.

Some developers are including free car share membership and driving credits in the purchase price of the units. This will support the scheme by;

- 1) Attracting purchasers who would not have otherwise considered the development.
- 2) Attracting purchasers who are considering selling their second car, or cars altogether.

The developer is also responsible for ensuring compliance with council's conditions for the scheme, including ensuring that the proposed levies incorporate the full operating cost of the car share scheme for the life of the contract with the car share operator (normally six years).

Commercial Landlords

Commercial landlords facilitate establishment of greensharecar™ in the building through leasing of parking space, introductions to tenants and in-building communication opportunities.

greensharecar™

greensharecar™ Can assist all stakeholders in the design, implementation and operation of a suitable onsite car share scheme.

greensharecar™ provides and operates efficient cars, as agreed, that support the scale of the development and transport needs of the occupants.

Vehicle options may include small cars, medium cars, people-movers, utility vehicles and vans. greensharecar™ replaces vehicles after 3 years or 100,000 kms.

greensharecar™ partners with stakeholders to increase scheme patronage, through the provision of marketing material, scheme information etc

greensharecar™'s system enables drivers to make bookings, provides customer support and performs both driver and Strata Plan or landlord billing.

greensharecar™ also provides valuable usage and emissions data, which can assist occupiers to make more informed decisions about their transport patterns and carbon footprints.

Leading Developer Embracing greensharecar™

The Alexander Lombard Tower at Travancore

www.altapartments.com.au

Stage 3 now selling, stage 1 & 2 were quickly sold.

The gateway to all that Melbourne has to offer the last remaining stage is now pre-selling luxurious apartments, Kandinsky-inspired garden, one acre piazza and extraordinary views of the city skyline and parks. The Alexander Lombard Tower (ALT) offers opportunity that's unparalleled in Melbourne.



The ALT ascends 25 storeys at level 8 is the sky garden inspired by the work of Russian Artist Wassily Kandinsky and endorsed by Australia's own award winning designer Jamie Durie. Choose from 28 different floor plans ranging from 50 m² to 81 m² internal area. Completion scheduled late 2013.

The ALT will incorporate an exclusive in house greensharecar™ for residents use on demand 24/7. greensharecar™ introduced 2 share cars into to stage 1 and 2; due to the success Bensons are now introducing 6 more cars for stage 3.

Roscon Group of Companies

“Our broad property related capabilities are unique to the Australian property industry”

The Roscon Group of Companies is a specialist provider of property related services to the Strata Industry; we are active members of OCV Owners Corporation Victoria and members of NCTI National Community Titles Institute, we specialize in servicing the Property industry with Strata Management Solutions, 24/7 Emergency Property Maintenance Assistance to over 20,000 Strata Properties. Roscon Group of Companies operations have been established in Melbourne since 1987. From our beginning Roscon has extended its service capabilities into:

- greensharecar™ “Mobility of the 21st century” reduces car parking requirements, build more apartments, share cars installed at no cost to the developer or Owners Corporation subject to satisfactory terms.
- Roscon 24/7 Emergency Property Maintenance Assistance
- Caretaking & Concierge specialists to the strata industry, we also provide Security Services & in-house lettings & property management services
- Roscon total facilities management, including all necessary infrastructure installed by us
- Bodycorp Strata Management Solutions can manage the Owners Corporation from A to Z

The Roscon Group Of Companies through its specialist companies can provide a unique service to the strata Plan.



Paul Cummaudo
Group Managing Director

Our Brands



*World leading share car technology Australia's # 1 share car operator
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