# Car Sharing in Australia

Innovative and Sustainable Transport





A guide to inner city mobility for town planners, architects, local government and the environmentally conscious.



## Contents

- 1. Introduction
- 2. Solving Traffic Problems
- 3. The Alternative to Owning Your Own Car or a Second Car
- 4. Car Ownership is a Liability
- 5. Car Sharing in New Property Developments
- 6. So you want to live in a New High Density Development?
- 7. Car sharing in land subdivisions
- 8. Case Study: VCAT introduction of Share Cars
- 9. The reduction in car parking requirements saves the developer substantial amounts of money
- 10. Roles and responsibilities
- 11. Good Practice kick-starting a Share Car Service
- 12. One-Vehicle Policy High Rise Residents Feel the Pinch
- 13. Car Sharing
- 14. Support the development of car sharing in their communities?
- 15. Share Cars in Property Developments
- 16. Corporate Profile
- 17. Why greensharecar?

Appendix

Car Sharing in Australia Innovative and Sustainable Transport 1st Edition, Version 8 **Our Brands** 







## Roscon Group of Companies

### The Roscon Group of Companies is a specialist provider of propertyrelated services to the strata industry.

We are active members and financial sponsors of OCV Owners Corporation Victoria, and members of NCTI National Community Titles Institute. We specialise in servicing the property industry with strata management solutions and 24/7 emergency property maintenance assistance to over 20,000 strata properties. Roscon Group of Companies operations was established in Melbourne in 1987.

From its beginning Roscon has extended its service capabilities into:

- greensharecar<sup>™</sup>'s "mobility of the 21st century" reduces car parking requirements, and allows for building more apartments. Share cars are 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 the developer with all services listed above – in most cases at no cost to the developer.

"Our broad propertyrelated capabilities are unique to the Australian property industry."

1/ uno

Paul Cummaudo Group Managing Director

## Car Sharing: A Guide to Inner-City Mobility

This guide provides valuable information to those professionals who serve the property developments industry. It has been written to address the emerging car sharing industry in Australia.

Our research and recent experience indicates that town planners – whether working in local government or private enterprise – have negligible knowledge of how to implement share cars into future property developments.

This Guide will also be useful for architects and land surveyors involved in high density inner-city developments, and land surveyors dealing with large scale land subdivisions. It is relevant to those professionals who are retained to offer advice to property developers, especially in those developments which are located within close proximity to the city centres.

The information contained herein has been researched from international trends and local experience, and from our extensive property experience and our car sharing business. We believe that car sharing will be the norm in inner-city high density developments of the future. We encourage all professional property consultants to carefully consider the contents contained in this information pack for property developers, local planning authorities, architects, town planners and land surveyors.

This Guide has been prepared by greensharecar<sup>™</sup> to assist stakeholders in the

planning application process. Car sharing has been active since 1999 in the USA and Canada. Car sharing is somewhat new to Australia. Paul Cummaudo, founder of greensharecar<sup>™</sup> (based in Melbourne) has carried out extensive research into car sharing organisations internationally and locally.

Paul Cummaudo has also consulted with US and European car sharing consultants and those companies who support the industry with in-car technology and reservation and billing software which is required to run a proficient car sharing organisation. All consultants and companies, who greensharecar<sup>™</sup> has consulted, have been involved with the car sharing industry since its initial beginnings.

As you will read in this Guide, Australia is currently about 10 years behind the rest of the world in car sharing. With current government attitudes and the lack of assistance provided to car sharing organisations this may lead to Australia dropping even further behind.

## About the Author

Paul Cummaudo is the founder and managing director of the Roscon Group of Companies and its subsidiaries including greensharecar<sup>™</sup>.

Paul has been involved in a number of industries in the early years and gained experience in public transport, new car fleet sales, retail and, more recently, the real estate industry. Paul's experience dates from 1976 to the present (34 years), and during the course of his career Paul's real estate agency was rated as being within the top 5% best performing agencies in Australia in terms of sales volume and fee generation (Source REIA Real Estate Institute of Australia Benchmarking conducted in 1988).

Paul has developed a very keen and successful sense of business through a very broad range of experience covering residential, commercial and industrial sales, management expertise across the whole property spectrum (including Owners Corporations), and facilities management.

As a property developer and builder, Paul has also been involved in very substantial and successful developments. He now controls The Roscon Group of Companies. The group's activities are real estate consultancy, Owners Corporation (OC) management and consultancy, property maintenance, facilities management, equipment hire and installation to large owners' corporations, property reports, and property construction and development.

### Qualifications:

Real Estate Management Certificate

Licensed Estate Agent (Vic)

Individual Estate Agents License no. 3169 and Corporate Estate Agents no. 2687

Registered Building Practitioner with the Building Commission (Vic)

Domestic Builder – Unlimited Registration no. DB-U 13329

Commercial Builder – Unlimited Registration no. CB-U 4272

Certificate III In Occupational Health & Safety

## Memberships & professional associations

- REIV Real Estate Institute of Victoria
- Real Estate Institute of Australia registered no. 2715
- OCV(Owners Corporation Victoria)
- NCTI (National Community Titles Institute)
- MBAV (Master Builders Association of Victoria)

"Some governments have responded to this emerging situation with policies and regulations aimed at reversing this trend by increasing urban densities..."



Before the twentieth century, cities and towns were normally compact, containing narrow streets busy with human activity. In the twentieth century, many of these settlements were adapted to accommodate the car with wider roads and more space for car parking: up to 605 of the surface area was devoted to the car.

This meant lower population density and greater urban sprawl. The longer distances between places, and inner-town traffic congestion made the alternatives to the car unattractive and impractical thus causing more traffic congestion and mioree urban sprawl. Cars began to drive out competitors (feet, bikes, buses and trains) and this led to lifestyle patterns that made it virtually impossible for people to live without a car.

Some governments have responded to this emerging situation with policies and regulations aimed at reversing the trend by increasing urban densities, encouraging mixed use development, reducing the space allocated to the private car, and lending greater support to cycling, walking, and public transport. In addition to encouraging traditional modes of transport, car sharing is seen to be an increasingly important element in the transport mix, where people can easily rent a car for a few hours rather than own the car.



### A Quick Solution

World leaders are calling for carbon taxes and reductions in overall carbon emissions of 60%-80%. Achieving these targets is going to be extremely challenging and will require the adoption of new ways of thinking. The challenge of adjusting to a carbon-constrained world lies in adopting sustainable principles as a key driver for investment decisions.

greensharecar<sup>™</sup> has placed itself as a alternative means of transport, using low emission cars in its fleet. greensharecar<sup>™</sup> was established to contribute towards this change. greensharecar<sup>™</sup>'s vision is to operate a fleet of green cars which will reduce road congestion and lower the demand for parking spaces in inner cities, greensharecar<sup>™</sup> aims to have a fleet of cars with zero emissions by 2015.

greensharecar<sup>™</sup> is climate-ready. Our members, who support greensharecar<sup>™</sup> by becoming members, will be contributing to the climate change challenge; our members will be delivering a message to the world and governments that alternative and sustainable car travel is here. One car can be shared by up to 30 people or more who live and work within 20 km from a city's centre and close to public transport.

The in-car technology and management software to manage the share car has made this possible: the technology is here now and greensharecar<sup>™</sup>is here to deliver it. greensharecar<sup>™</sup>'s commitment is to ensure the long-term sustainability. GreenShareCars will ease traffic congestion and supply sensible mobility alternatives to individuals and organisations and the communities in which we operate, by creating practical frameworks that reduce pressure on the environment.

## The Time is Right

There is a movement by generations X and Y right now to do something about our self inflicted problems of car dependency, so much so that every 22 September, people from around the world get together in the streets, intersections, and neighbourhood blocks to remind the world that we don't have to accept our car-dominated society.

We do not want just one day of celebration and then a return to "normal" life. When people get out of their cars, they should stay out of their cars. It is up to us, it is up to our cities, and our governments to help create permanent change to benefit pedestrians, cyclists, and other people who do not drive cars. Let World Car-free Day be a showcase for just how our cities might look, might feel, and might sound without cars – 365 days a year.

As the climate heats up, World Car-Free Day is the perfect time to take the heat off the planet, and put it on city planners and politicians to give priority to cycling, walking and public transport, instead of to the automobile. Car sharing is a step towards reaching these ambitious goals.

## Logic in Sharing

For many decades we live with a single dominant city-shaping transportation pattern – i.e., for those who could afford it, we own and drive our own cars, trucks, motorcycles and bicycles, get into taxis as a sole passenger, and ride in streets that are designed for cars and not much else. There is considerable evidence accumulating that we have already entered into a world of new mobility practices that are changing the transportation landscape in many ways. It has to do with sharing, as opposed to outright ownership. But strange to say, this trend seems to have escaped the attention of the policymakers in many of the institutions directly concerned.

Transport sharing is an important trend, one that is already starting to reshape some of the world's best cities. It is a movement at the leading edge of our most successful (and wealthiest and liveable) cities -- not just a watered down or second-rate transport option for the poor.

We have built our cities as if there was never going to be a problem with parking and traffic congestion, for too long governments at all levels and planners have ignored this issue, or worse, suppressed it without first being fully understood. In sustainable transport in the 21st century, the first rule is to learn to work better with what we have.

## Current Practices are Unsustainable

To archive a financially and ecologically sustainable future we need to work with the resources we have before us. Australian cities are likely to double in population within the next 40 years. Our current approach is unsustainable: Melbourne's population is set to reach five million by 2022. Governments are now encouraging inner-suburban high density developments in order to take advantage of public transport infrastructure already in place in these inner suburbs and activity centres in the suburbs. 1,000 homes in the outer suburbs will cost \$300 million more in infrastructure services than for the same 1,000 homes built in existing inner city growth corridors. With the anticipated population growth there will be demand for more cars to travel on our roads. More freeways are not the solution.

### Individually Owned Cars are Only Used 5% of the Time

There has been extensive research into car use by numerous governments and individuals. It has been found that cars are parked 95% of the time: therefore cars sit "Why would you buy a cow if all you want is a glass of milk?"

# If you need milk everyday would you buy a cow?

Of course not – and anyway where would you keep your cow? Why do we therefore insist on owning a car, when what we actually want is mobility?

Instead of parking hassles, with car sharing we have the use of a car when we need it but none of the hassles or cost of ownership. In some of the world's most successful and livable cities, we are already entering into a world of new mobility practices that are altering the transportation landscape. It has to do with sharing, as opposed to outright ownership.



### Figure 2.1 – Distance versus Flexibility

## "On the whole, you find wealth more in use than in ownership"

Taxi Share Cars **Private Car** The great alternative Good access & flexibilitySit Limited by cost to car ownership Expensive due to running cost & depreciation. Flexibility Sits idle 95% of the time Walk & Cycle Limited by distance Public Transport Great for distance but limited to time tables Distance

Aristotle. ca. 350 BC

Figure 2.1 shows how car sharing fits into our traditional mobility options. Car sharing fills the mobility gap between walking, biking, taxi direct car ownership and public transport.

immobile most of the time. One simple way to calculate the percentage of the time cars are parked is to estimate the percentage of the time they are driven and then subtract this number from 100%.

Surveys in Perth and in Lyons in France found similar results. George Brown, Richard McKellar, and Heidi Lansdell report the average private car in Perth spends 18.5 hours parked at home during the average day. Of the other 5.5 hours away from home, the car spends only 45 minutes moving on the road system and is parked for the other 4.75 hours. The average car is therefore parked for 23.15 hours a day, or 97% of the time. The data from the Lyons household survey in France by J.P. Nicholas, P Pochet and H. Poimboeuf found that cars are moving only 4.7% of the time. It's one of the reasons why the world has embraced the car-sharing concept in recent times.

# Traffic Congestion in the CBD

Planning decisions of the past are now having a detrimental impact on traffic congestion. In Melbourne, for example, the many car parking spaces that have been provided in the last 25 years (especially in the CBD where there are high density developments) have been selling well due to the advantages of being located close to all social, cultural and economic activities. The clustering of restaurants, retail shops, offices, theatres, hotels and government departments taking up hundreds and thousands of square metres of office space is what an inner city or CDB location can offer that outer suburbs cannot.

Typically, councils in the past have insisted that a development with 300 apartments should allow for at least 300 car spaces, and some larger apartments might have two car spaces. In addition, there were requirements to provide further parking for visitors at different ratios, for example: 1 visitor car space for every 12 apartments. In the case of this 300-apartment development, an additional 25 visitors' car spaces might apply, bringing the total car parking requirement in this building to anywhere between 350 to 400 car spaces. If these car spaces were laid flat, allowing for driveways and driveways they would equate to approximately 8,000 square metres of space being allocated to parking infrastructure alone.

These planning decisions of the past are now having detrimental impacts on terrific congestion in and around the inner city and CBD areas. Due to working in very densely populated areas, property developers have experienced exhorbitant costs for building these car spaces. This has resulted in higher priced real estate because car parking requirements had to be met and constructed on very desirable and expensive real estate, and also there are additional expense during the actual construction phase.

The logic of these parking requirements was to get cars off the street, thus allowing more people to park in allocated parking bays, and also for generating income from parking meters and parking infringements. Is there a conflict of interest in such policy making? I'll leave that up to the reader to decide!

## A Planning Disaster

In the past government and city planners adopted the view that minimum parking requirements, with no maximum limits applied, were good for the city. This implied to property developers that the more parking created the better. The mentality of all stakeholders was that there can never be too many car spaces in buildings. Many CBD parking spaces are in buildings rather than in surface lots.

Table 2.2 (p. 14) shows how Australian cities have over-done the car parking requirements in comparison to other cities around the world.

# From One Extreme to Another

Only now is it becoming evident that past city engineers, planners and politicians at various government levels planned parking policies that did not address the future. Every day, motorists are facing worsening traffic congestion, higher parking fees and higher fuel costs. We are trying to get hundreds and thousands of cars into concentrated innercity streets which were originally designed for horses and carriages, and walking. Our current practices are totally unsustainable.

It is only recently that some state and local governments have looked at ways of improving transport sustainability in their local municipalities. None of the reports viewed to date mention the implementation of car sharing. The majority of these reports encourage residents to use public transport, bicycles and walking, and discourage car use. Have you ever tried to go to the local supermarket with your bike and then tried to bring the family shopping home? What about taking two or three kids to pre-school on a rainy or extremely hot day by walking or using any other form of mobility options recommended in some of these reports? The motor vehicle is an invention of the modern time and, used wisely, helps us to live better lives.

Many of these reports appear to be written merely to create a job - or simply to pay passing attention to in-topics as climate change or sustainability. Other reports do nothing more than address current and eroding congestion problems: other reports could result from local governments eager to gain federal government funding for addressing climate change within their local municipalities.

Some councils have responded with green travel plans for their employees and the wider community - but how far have these plans developed? Others have responded with new planning policies to reduce car parking to zero for new inner-city residential apartments - this from past times when every apartment had to have at least one or two parking bays plus visitors' car spaces! Due to lack of organisations promoting car sharing schemes car sharing wasn't even on the agenda in Australia.

What is the right amount of car parking required within a high density building? Off-street parking requirements are different from council to council. Recently I have been looking at parking requirements closely: I am amused at the logic behind some decisions made by property developers and councils. There are cases where developers have elected to install nine-car stackers with three cars stacked on top of each other. How practical is that! My experience with stackers is that they are a nuisance to use; they are intimidating to the average person who lives in a high density building; some people are frightened to use them: they are dangerous and its a matter of time before someone is seriously injured or killed in one; they have tendency to break down and when they do,

### Table 2.2 – Parking in CBD locations - world comparisons

		Land Area	Parking	Parking Spaces Per	Parking Area	Parking	Employment	Jobs Per	Parking Spaces
		Hectares	Spaces	Hectare	Hectares	Coverage	(Jobs)	Hectare	Per Job
1	Los Angeles	408	107,441	263	331	81%	206,474	506	0.52
2	Melbourne	1/2	42,601	248	131	/6%	126,286	/34	0.34
3	Adelaide	181	42,856	23/	132	/3%	/3,868	408	0.58
4	Houston	392	/2,/9/	186	224	5/%	118,889	303	0.61
5	Detroit	362	65,639	181	202	56%	93,012	257	0.71
6	Washington	460	80,100	1/4	246	54%	316,/23	689	0.25
/	Brisbane	11/	19,895	1/0	61	52%	61,844	529	0.32
8	Calgary	298	45,260	152	139	4/%	86,700	291	0.52
9	Portland	280	41,861	150	129	46%	103,8/2	3/1	0.40
10	Brussels	308	45,512	148	140	45%	144,906	4/0	0.31
11	Vancouver	33/	46,053	13/	142	42%	104,000	309	0.44
12	Edmonton	297	37,512	126	115	39%	63,200	213	0.59
13	Frankfurt	240	29,487	123	91	38%	119,735	499	0.25
14	Canberra	329	39,588	120	122	3/%	22,521	68	1./6
15	Chicago	395	46,653	118	144	36%	363,794	921	0.13
16	Denver	636	6/,/5/	10/	208	33%	93,012	146	0.73
17	San Francisco	391	39,756	102	122	31%	291,036	/44	0.14
18	Toronto	188	18,436	98	57	30%	174,267	927	0.11
19	Sydney	416	39,031	94	120	29%	175,620	422	0.22
20	San Diego	570	50,234	88	155	27%	72,964	128	0.69
21	Winnipeg	440	37,419	85	115	26%	68,593	156	0.55
22	Boston	868	73,604	85	226	26%	119,189	137	0.62
23	Ottawa	305	25,565	84	79	26%	111,031	364	0.23
24	Perth	759	63,000	83	194	26%	99,819	132	0.63
25	Phoenix	393	31,937	81	98	25%	35,267	90	0.91
26	Montreal	1,224	94,745	77	292	24%	273,203	223	0.35
27	Paris	2,333	172,000	74	529	23%	862,180	370	0.20
28	Munich	795	58,430	73	180	23%	219,518	276	0.27
29	Vienna	298	21,036	71	65	22%	112,770	378	0.19
30	Singapore	725	45,870	63	141	19%	280,000	386	0.16
31	Copenhagen	455	27,400	60	84	19%	122,770	270	0.22
32	Sacramento	462	27,677	60	85	18%	51,121	117	0.51
33	New York	2,331	138,148	59	425	18%	2,305,545	989	0.06
34	Hamburg	460	27,056	59	83	18%	152,590	332	0.18
35	Zurich	152	8,668	57	27	18%	63,410	417	0.14
36	Hong Kong	113	6,376	56	20	17%	193,520	1,713	0.03
37	Kuala Lumpur	1,625	86,030	53	265	16%	290,000	178	0.30
38	London	2,697	138,843	51	427	16%	1,142,781	424	0.12
39	Amsterdam	824	28,600	35	88	11%	80,722	98	0.35
40	Stockholm	424	13,050	31	40	9%	111,233	262	0.12
41	Seoul	2,117	59,758	28	184	9%	1,226,830	580	0.05
42	Bangkok	2,056	50,848	25	156	8%	271,944	132	0.19
43	Tokyo	4,208	98,755	23	304	7%	2,300,738	547	0.04
44	Manila	3,600	22,000	6	68	2%	815,400	227	0.03
	Average	828	53,074	100	163	31%	321,043	403	0.36

Total parking area in column 5 is the surface parking area (in hectares) that all parking spaces in column 3 would occupy. Each hectare of surface parking accommodates about 325 parked cars. Source for CBD area and parking spaces: Kenworthy and Laube (1999, Chapter 31)

Land Area In Hectares

1 Hectare = 10,000 sq m

a car can be out of action for days or weeks whilst parts are sourced from overseas (most car stackers are imported from overseas). Yet councils still approve them and developers still install them to achieve 1/1 car ratios, even though it is a well known fact that apartment residents do not use them.

In one particular development there are 42 apartments and 4 commercial shops. The planning application allows for 50 car spaces, four for the commercial shops, one disabled car space, one visitor's car space and 27 cars on stackers and 17 normal car spaces. I consulted with the town planner in the City of Moreland and I asked if the car requirements were initiated by the developer or by the council. I was told they were initiated by the developer. City of Moreland's planning scheme allows for car parking reductions at Council's discretion but doesn't allow for maximum parking - one of the causes of congestion in our streets. Parking requirements don't make sense, and there is no uniform planning law that makes all councils consistent. It's entirely up to a city's traffic engineer to determine the city's car parking requirements. Is there any logic in the different parking requirements from council to council? Consistency is needed. (Most parking requirements appear to be copied from one council to another or are based on national surveys on peak parking demands.)

## Electric Vehicles (EV) of the Future

Unrenewable natural resources such as coal, gas and oil are being rapidly consumed. The insatiable long-term depletion of the world's natural resources also translates to higher costs due to supply shortages. Due to substantial energy consumption, these natural resources have been used toward the production of electricity to meet the ever increasing demand. This then generates significant carbon emissions and green house gases into the atmosphere.

Governments are starting to take note of the seriousness of the problem. Organisations and individuals are being encouraged and rewarded by governments at all levels to take part in efficient energy choices. Many planning permits now require developers to make their buildings more energy efficient, with appropriate ratings so consumers can be better informed.

Depleting oil reserves and the resulting high price of fuel has forced car manufacturers to develop alternative fuel vehicles or hybrids that do not solely use petroleum. For example, battery operated cars are now a reality. Check out the exciting electric roadster from Tesla Motors in the US at www.teslamotors.com/

Tesla Motors is already taking orders for delivery in 2011. They have produced a car with the capacity to travel up to 500 km before a 45-minute quick charge is required. The car can accelerate from 0-100 km in 5.6 seconds. Their Model S can be charged from a power-point outlet. The company claims that it has the world's first massproduced electric vehicles. Model S would cost approx AUD \$5 to fully charge – a real bargain compared to \$1.35 per litre of petrol in Australia. Loaded with plenty of bells and whistles, the car allows you to listen to your favourite radio station or consult Google Maps on the 17-inch touch screen with in-car 3G connectivity.

With the average six-cylinder petrol engine we are accustomed to travelling about 25,000 km per year, with an average annual fuel cost of \$4,300. In comparison, the Model S can travel the same distance for around \$250. The Tesla roadster costs US\$49,900 (I'm not sure if this includes tax or on-road charges) which renders it a good deal compared to Australian new car prices.

The race is on from all car manufacturers around the globe to produce the best electric vehicles. Not only is yesterday's dream become a reality, but also there are no harmful emissions. Electric power can be generated from natural gas, coal, solar, wind, hydro, and nuclear sources — or a combination thereof — without changing the design of the car. No matter how or when the world changes, the car can adapt, making it immortal. Tesla Motors says they foresee a day when all cars run on electric power and when people will struggle to remember a time when a love of driving came with a side order of guilt.

The Roscon Group is currently looking at ways to introduce the latest car technology

into larger owners' corporations as a share car for OC members. We have already established the brand greensharecar<sup>™</sup>. I believe car sharing is a sensible response to today's environmental and practical challenges such as pollution, congestion, lack of parking, the high cost of energy, and the cost of car ownership. Car sharing provides consumers with a viable alternative to individual car ownership. Look for more information in our next Roscon Update.

State and federal governments are now funding projects for the future implementation of infrastructure which is required to keep the EV on the move, and the race is on for car manufactures around the word to build the best and most efficient EVs at the most affordable prices so that plenty of them will be purchased. The race is also on because generations X and Y are more environmentally aware of the damage petrol-powered cars are doing to the environment: the car manufacturers are responding with battery-powered cars which will produce zero emissions. However whilst EVs will have zero emissions, will the EVs of the future address the growing concerns of traffic congestion in our cities?

Unless appropriate steps are taken EVs will increase traffic congestion further. This is because of running cost saving will make EVs more attractive to purchasers – resulting in more vehicles causing traffic congestions.

### Electric Vehicle Ambitions

Carmakers with electric vehicle ambitions in Australia are gearing up to pressure the federal government for a significant showroom subsidy.

They want Canberra to make a commitment similar to those made in many other countries, including the \$2800 incentive provided by the British government to buyers of plug-in electric cars. Converts to electric cars in the United States receive a \$2700 - \$8300 tax break, depending on the capacity of the battery. "Pretty much everywhere else in the world is paying a subsidy," said David McCarthy of Mercedes-Benz Australia, which is planning on the electric vehicle Smart fortwo for their 2011 line-up. "The Government needs to look at a general subsidy. That is the only way you're going to get ordinary people into cars." Mitsubishi is pushing hard on the electric front with i MiEV; Nissan is working towards local sales of the Leaf; Subaru is crunching numbers on its plug-in Stella; and BMW Group is considering the Mini=E and a plug-in 1 Series. Most of the planned electric cars will cost AUD\$50,000-\$60,000 even though most are tiny city runabouts with several contenders having only two seats.



Source: Cars Guide, Herald Sun, 5 March 2010

## What's More Important?

Cutting carbon dioxide emissions or cutting down traffic congestion? All governments at all levels are looking at ways of implementing schemes to encourage people to cut their car ownership dependency and to drive zero-emitting EVs of the future. With car sharing, both goals are achievable.

### EV Infrastructure Council Town Planners to Act Now

High density residential buildings of the future will require electric vehicle (EV) recharging points at the car parking bay. Town planning applications which are being processed now will most likely have the buildings completed in two or four years' time. From 2014, EVs will be commercially viable and will require recharging points. Property developers may or may not install this necessary infrastructure - so it might be wise to add this requirement into the town planning permit. Before a certificate of compliance is issued by the council, the council should view a certificate of installation from the installer of the EV recharging infrastructure to verify that the installation has been carried out in accordance with the plans and specifications.

# Travelling Times are Increasing

Since 2003 travel times have increased dramatically - the reason being the additional car registrations. As shown in Table 2.3 (p. 17), a car trip\* from Melton to the Melbourne CBD in peak hour will take 1 hour and 15 minutes; from Reservoir to Mount Waverly 1 hour and 20 minutes; and from East Doncaster to the CBD 1 hour and 20 minutes.

So now we have created the problem, how do we fix it? Governments at all levels are trying to work it out. So far no plan is in place to correct the effects of traffic congestion.

### Green Travel Plans

All developments consisting of 20 or more lots should incorporate a green travel plan as part of the town planning/development approval process. Green travel should incorporate some form of car travel, which is necessary at times. This is where greensharecar<sup>™</sup> seeks to fill the mobility gap.

## Melbourne 2030

Melbourne is the fastest growing city in Australia at 2010, and is expected to reach a population of 5 million by 2030, with the overwhelming majority of its residents relying on private cars. Since the turn of the century, numerous efforts have been made by various levels of government to implement transitoriented development principles. However, a lack of commitment and the lack of funding by past governments have resulted in poor public transport infrastructure, and in overcrowded and unreliable public services. Recent changes to planning and zoning laws is encouraging property developers to create more affordable and sustainable development in the inner city.

The metropolitan strategy Melbourne 2030 is a Victorian Government strategic planning policy framework for the metropolitan area of Greater Melbourne, intended to cover the period 2001-2030. During this period the population of the metropolitan area is expected to grow by a million people to over 5,000,000. Population projections now predict Melbourne's population could reach 57,000,000 by that time, and the State Government has since changed its strategy on the policy, abandoning the urban growth boundary in the north and west of Melbourne and compromising green wedges.

## Share Car Growth in Melbourne

It is difficult to imagine that there may be over 50,000 share cars just in the city of Melbourne by 2028. However this would only represent just .73% less than 1% of the estimated 7 million cars expected in Melbourne by 2028. Table 2.4.

### Table 2.3 – Growth in Car Registrations in Victoria

Period June 2003 to June 2010

As at June	2003	2004	2005	2006	2007	2008	2009	2010	
Car Registrations Victoria	3,518,345	3,601,917	3,684,552	3,750,060	3,843,130	3,943,865	4,015,694	4,111,183	
Increase									
12-Month Period		83,572	82,635	65,508	93,070	100,735	71,829	95,489	
	3,518,345	3,685,489	3,767,187	3,815,568	3,936,200	4,044,600	4,087,523	4,206,672	
Growth %									
12 Months	2.4%	2.3%	1.8%	2.5%	2.6%	1.8%	2.4%	2.3%	
Additional cars on the road: period from June 2003 to June 2010592,838									

\*All trips are approximate

Source: VicRoads registration data

### Table 2.4 – Expected Share Car Growth in Melbourne Up To 2028

	2010	2012	2014	2016	2018	2020	2022	2024	2026	2028
Share Cars Located in Council Provided Parking Spaces	95	180	340	640	1,200	2,240	4,160	7,680	14,080	25,600
Share Cars Located in Owners' Corporations Buildings With Exclusive Arrangements	5	20	60	160	400	960	2,240	5,120	11,520	25,600
Total Share Cars	100	200	400	800	1,600	3,200	6,400	12,800	25,600	51,200

Source: greensharecar  ${}^{\scriptscriptstyle \mathrm{TM}}$  projections

## Table 2.5 – Expected Privately Owned Cars to be Eliminated from our Roads in Melbourne Australia up to 2028

	2010	2012	2014	2016	2018	2020	2022	2024	2026	2028
Number of Privately Owned Cars Eliminated	15	17	19	21	23	25	27	29	31	33
Expected Cars to be Taken off the Road from General Share Car Members	1,425	3,060	6,460	13,440	27,600	56,000	112,320	222,720	436,480	844,800
Expected Cars to be taken off the Road from Owners Corporations Buildings	75	340	1,140	3,360	9,200	24,000	60,480	148,480	357,120	844,800
Total Share Cars	1,500	3,400	7,600	16,800	36,800	80,000	172,800	371,200	793,600	1,689,600
Total Tonnes of CO2 Eliminated from the atmosphere annually (Approx)	6,171	13,988	31,266	69,115	151,395	329,120	710,899	1,527,117	3,264,870	6,951,014

\*All trips are approximate

Source: VicRoads registration data



### The Most Dangerous Roads in the World

Shanghai's Puxi Viaduct, one of the largest and busiest interchanges in the world.

What is the one thing that can top a fourlevel interchange? How about a five-level interchange, like the Puxi Viaduct in Shanghai, ranked fourth in Waze.com's list of the most complicated and dangerous roads in the world?

The time for planning is now and cities cannot continue to build larger freeways to accommodate the ever increasing number of vehicles. There are better options available now to discourage direct car ownership, particularly to those drivers who live within in in close proximity to the CBD. Electric cars of the future will not discourage car use and may even increase the traffic congestion. Congestion can only be eased by the reduction of direct car ownership.

### London Introduces Traffic Charge

In London, a fee is charged for motorists travelling within the congestion charge zone (CCZ), a traffic area in London. The charge aims to reduce congestion and to raise investment funds for London's transport system. The zone was introduced in Central London on 17 February 2003, and extended into parts of West London on 19 February 2007. Though not the first scheme of its kind in the United Kingdom, it was the largest when introduced, and it remains one of the largest in the world. Several cities around the world have referenced London's congestion charge when considering their own schemes. The congestion charge has helped reduce



traffic levels in the area, has cut carbon dioxide emissions by almost 20%.

A payment of £8 (AUD \$13) is required each day for each vehicle which travels within the zone between 7am and 6pm (Monday-Friday only); a fine of between £60 (AUD \$100) and £180 (AUD \$300) is levied for non-payment. Transport for London (TfL) administers the charge; Capita Group operated it under contract until 31 October 2009; IBM took over on 1 November 2009. The system is mostly run on an automatic basis using automatic number plate recognition.

### Milan Introduces Traffic Charge

The Italian city of Milan has imposed a charge of up to 10 euros (AUD \$14) on vehicles entering the city. The "eco-pass" is being policed by cameras at 43 electric gates around an eight sq km (three-squaremile) inner area. The mayor of Milan, Letizia Moratti, launched the charge predicting a 30% cut in pollution levels and a 10% reduction in traffic. Electric and hybrid cars are allowed to enter the congestion charge zone without payment.

There have been teething problems with the launch of the congestion scheme,

particularly with its website, but Ms Moratti was undeterred. "The things that help improve our standard of living cannot be sorted out overnight," she said. On weekdays, between 0730 and 1930, drivers will have to buy a ticket either online or from key points in the city. The price of the ticket depends on the vehicle involved and anyone who fails to pay the charge will face a fine of at least 70 euros (AUS \$100). Money raised will go towards buses, cycle paths and green vehicles.

In a country considered to have one of the highest rates of car ownership in the world, Milan is reputedly one of Europe's most polluted cities. An estimated 89,000 vehicles take to the city's streets every day but city officials say traffic on the first day of the scheme was 40% lower than normal.

### Mayor Considers Plan To Ban Cars From Sydney CBD

The Sydney CBD could become a haven for pedestrians and cyclists in the future, according to a draft 'memorandum of understanding' (obtained by the ABC) between Lord Mayor Clover Moore and NSW Premier Kristina Keneally.

Reviving Ms Moore's long-held goal of making Sydney more pedestrian-friendly, the plan calls for cars to be blocked from stretches of George Street, although buses and taxis would be allowed access. Traffic at Liverpool and King streets would be redirected to Kent and Castlereagh streets. New 40km/h speed zones would be established across the CBD, with special 10km/h areas to be shared by pedestrians and cars and giving pedestrian's right-of-way. The plans, drawn up with the help of Danish urban designer Professor Jan Gehl (instrumental in pedestrian-friendly changes to Melbourne's CBD), have drawn the ire of NRMA President Wendy Machin. Ms Machin said that redirecting traffic would only serve to redistribute congestion rather than reduce it. Speaking with the ABC, transport expert Dr Michelle Zeibots at the University of Technology Sydney, said that traffic will eventually settle as motorists respond to the changes by choosing not to drive.

Source: The Motor Report - Friday 14 May 2010

# One Way to Fight Traffic Congestion

greensharecar<sup>™</sup> aims to have a share car in all new developments of 20 apartments or more located within 20 km from the city centre. greensharecar<sup>™</sup> will work in partnership with developers, town planners and architects to achieve this outcome. greensharecar<sup>™</sup> has a management team who has expertise in achieving these outcomes. We are well placed to deliver 150 share cars per year or more as from 2011, with the adoption of share cars into property developments this figure could be much higher, in Melbourne alone. With the initial 150 cars alone we anticipate that this alone will initially eliminate approximately 2,250 cars off our roads.

# Car Sharing Around the World

There are over 600 cities around the world which have adopted car sharing as a means of reducing traffic congestion and car emissions. Table 2.6.

### greensharecar™ Branding

It is important that the community is made aware of car sharing. One of the best ways to do that is to display the concept of car sharing directly to potential users. As part of our street fleet, where pedestrian traffic is high, we intend to advertise the car sharing concept in a green and friendly manner as demonstrated here.

City	*Population	Estimate number of organisations involved in car sharing	Estimate number of actual share cars available for use	One Share Car Per Persons
New York USA	8,363,710	3	1,800	4,647
Manhattan & Brooklyn USA	4,002,000	3	1,600	2,501
Toronto Canada	4,753,120	2	1,200	3,960
Montreal Canada	3,316,615	1	1,000	3,317
London UK	7,556,900	4	2,000	3,778
Melbourne Australia	3,371,888	2	90	37,465

### Table 2.6 – Comparing Melbourne's share car estimates to other cities

\*accurate as at 2008

Source: greensharecar<sup>™</sup> research

We are also working with land property developers to investigate the possibilities of including car sharing into outer suburban housing estates. One share car would be provided for every 100 residential homes in the estate. Based on our research, 30% of residences will try the share car concept, which would equate to 30 greensharecar<sup>™</sup> members for every 100 homes. It is anticipated that 30 greensharecar<sup>™</sup> members will support one share car. These estimates will only be achieved with councils supporting share car organisations, and property developers offering land purchasers driving credits.

### Background

Our planet is in trouble. Human activity is altering the composition of the atmosphere, creating climate change. The impacts are going to be dramatic and far reaching – socially, economically and environmentally. World leaders are calling for carbon taxes and reductions in overall carbon emissions of 60%-80%. Achieving these targets is going to be extremely challenging and will require the adoption of new ways of thinking. The challenge of adjusting to a carbon-constrained world lies in adopting sustainable ways. Share cars will assist us in contributing to a cleaner environment.

# Buildings Consume 50% of the Global Energy

By 2011 Australian governments are expected to make changes to the Australian Building Code, requiring that all new residential buildings achieve a 6-star energy rating. From 2011, there will be mandatory disclosure of star rating on established residential properties placed on the market for sale and lease.

Since 2004 in Victoria, VicUrban - the Victorian Government's sustainable urban development agency - has been instrumental in producing 6-star energy efficient housing.

## Other International Rating Systems (LEED)

The Green Building Certification Institute (GBCI) was established in January 2008 - with the support of the United States Green Building Council - to manage the Leadership in Energy and Environmental Design (LEED) Building Certification and the professional accreditation processes. While the USA Green Building Council handles the development of the LEED rating system and offers LEED-based education programs, the



LEED Professional Accreditation program is independently administered under the Green Building Certification Institute to allow for balanced, objective management of the credential. GBCI manages all aspects of the LEED Professional Accreditation program including exam development, registration, and delivery.

Leadership in Energy and Environmental Design (LEED) is an internationally recognised green building certification system providing third-party verification that a building or community was designed and built using strategies intended to improve performance in metrics such as energy savings, water efficiency, CO2 emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts. Developed by the USA Green Building Council (USGBC), LEED is intended to provide building owners and operators a concise framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions.

Since its inception in 1998, the U.S.A Green Building Council (LEED for Existing Buildings v2.0 Reference Guide. p. 11) has grown to encompass more than 14,000 projects in the United States and 30 other countries, covering 1.062 billion square feet (99 sq km) of development area. The hallmark of LEED is that it is an open and transparent process where the technical criteria proposed by USGBC members are publicly reviewed for approval by the almost 20,000 member organisations that currently constitute the USGBC.

The Green Building Certification Institute (GBCI) was established by USGBC to provide a series of exams to allow individuals to become accredited for their knowledge of the LEED rating system. This is recognised through either the LEED Accredited Professional (LEED AP) or LEED Green Associate (LEED GA) designation. GBCI also provides third-party certification for projects pursuing LEED.

### Car Sharing in the LEED Certification System

The LEED certification takes into account all installations within a building which contribute to a greener building. In the LEED system a building which has implemented share cars correctly for the life of that building receives points giving the building a higher LEED rating.

#### BREEAM

BRE Environmental Assessment Method (BREEAM) is a voluntary measurement rating system for green buildings that was established in the UK by the Building Research Establishment (BRE). Since its inception it has since grown in scope and geographically, being exported in various guises across the globe. Its equivalents in other regions include LEED North America, Green Star in Australia, and HQE in France. BRE and CSTB (the French Building Research Centre) have signed a memorandum of understanding committing them to the alignment of BREEAM and HQE.

BREEAM was established in 1990 as a tool to measure the sustainability of new nondomestic buildings in the UK. It has been updated regularly in line with UK building regulations and underwent a significant facelift on 1 August 2008 when it became known as BREEAM 2008.

### Car sharing in the BREEAM Certification System

The BREEAM certification takes into account all installations within a building which contribute to a greener building, in the BREEAM system a building which has implemented share cars correctly for the life of that building receives points giving the building a higher BREEAM rating.

### Future Development of Rating Systems

On 16 June 2009, it was announced that the BRE had signed a memorandum of understanding to work together with the French CSTB (Centre Scientifique et Technique du Bâtiment) and its subsidiary CertiVéA to develop a pan-European building environmental assessment method. The CSTB is one of the organisations behind the French Haute Qualité Environnementale (High Environmental Quality) standard, which has similarities to BREEAM. It is hoped that this will eventually result in the development and promotion of a common assessment method throughout the European Union.



# Rating Share Cars in Buildings in Australia

If all nations around the world could agree to have one rating system it would simplify the system. The LEED rating system allocates points where property developers have implemented share cars into their developments. Higher points are gained where developers have made financial contributions towards the use of those share cars by proving driving credits to the building occupiers. A similar scheme could be implemented here in Australia, providing an additional star to the high density building where share cars have been implemented correctly through the strata plan for the life of the building.

It is with interest that I attended a recent seminar held by the Master Builders Association of Victoria MBAV (Green Living). One of the key speakers at the conference, architect Brian Moore representing Grocon, announced that they were planning a small prototype commercial building in Melbourne close to the CBD which will emit zero emissions. The building known as PIXEL will be Australia's first commercial carbon neutral building. Amongst the sustainable construction methods there will be gasfired heating and cooling, thermal concrete, individual air vents, water-free toilets, recyclable grey water, and self-generated power to generate sufficient kilowatts to run the entire building. The green credentials being... 1) Carbon neutral; 2) Attaining green star rating; 3) LEED and BREEAM certification; 4) Water balanced; 5) Will attain an Australian 6-star rating.

I don't understand how this complies with LEED where share cars are a pre requisite to LEED certification in some North American cities.

The only problem I saw with the building was the fact that no allowances were made for car parking allocations. It should have at least contained 1 share car to every 2,500sq m of office space, and the electric cars of the future will have zero emissions anyway. By the time this building is completed fully commercialised electric cars will be available from greensharecar<sup>™</sup>.

The Green Building Council of Australia should, as a priority, immediately implement some of the guidelines contained in this Guide.

### greensharecar<sup>™</sup> protecting our future

greensharecar<sup>™</sup> has placed itself as a alternative means of transport, using low emission cars on its fleet. greensharecar<sup>™</sup> has been established to contribute towards this change. greensharecar<sup>™</sup>'s vision is to operate a fleet of green cars which will reduce road congestion and lower the demand for parking spaces in inner cities. greensharecar<sup>™</sup> aims to have a fleet of cars with zero emissions by 2015.

greensharecar<sup>™</sup> is climate-ready. Those people who support greensharecar<sup>™</sup> by becoming members will be contributing to the climate change challenge. Our members will be delivering a message to the world and governments that alternative and sustainable car travel is here. One car can be shared by up to 30 people or more who live and work within 20km from a city's centre and close to public transport.

The in-car technology and management software to manage the share car has made this possible: the technology is here now and greensharecar<sup>™</sup> is here to deliver it.

greensharecar<sup>™</sup> will specialise in delivering car share services to its members in the following environments:

- Council reserved allocated street parking spaces for GreenShareCars
- Residential high density buildings
- Commercial office buildings
- Shopping centres
- University grounds
- Consultancy services at planning stages of high density property developments
- Contributing to a greener building
- Parking requirement offsets for property developments which have a green plan.

greensharecar<sup>™</sup> aims to have a share car in all new developments of 50 apartments or more, located within 10km from the city centre. greensharecar<sup>™</sup> will work in partnership with developers, town planners & architects to achieve this outcome. greensharecar<sup>™</sup> has a management team who has the expertise to achieve these outcomes.

By working together these outcomes are very achievable, property developers and local councils will need to do their bit to achieve these figures,. It will also take community awareness and cooperation with existing building owners. greensharecar<sup>™</sup>'s commitment is to ensure long-term sustainability. greensharecar<sup>™</sup> will ease traffic congestion and supply sensible mobility alternatives to individuals and organisations and the communities in which we operate, by creating practical frameworks that reduce pressure on the environment.

## Car Sharing Up-Date Internationally

Higher fuel costs, increased environmental awareness and a slowing economy are supporting car sharing growth in North America. The principle of car sharing is simple... Individuals and businesses/ government fleets gain the benefit of vehicle access without the cost and responsibility of private vehicle ownership. Members access a fleet of vehicles for use on an as-needed basis, typically paying by hour and kilometre.

greensharecar<sup>™</sup> estimates that there are over 1,000,000 car sharing members sharing approximately 45,000 vehicles worldwide as of April 2010. In recent years, car sharing in North America has expanded to be the largest market in the world. As at 2010, the North American market accounted for approximately half of the worldwide car sharing membership and nearly 40% of the worldwide car sharing fleets deployed. As of April 2010, there are approximately 26 car sharing organisations in the USA, with approximately 500,000 members sharing more than 10,000 vehicles. As of April 2010, there were 16 car sharing operators in Canada, with more than 100,000 members sharing approximately 3,000 vehicles.

Most of the cars deployed by the various organisations in the USA, Canada and Europe have been placed in council parking spaces with appropriate signage to indicate to other car uses not to park private cars in those reserved spaces allocated for car sharing.

### Travel Alternatives in Inner Cities

Public transport in our cities consists of train, tram, bus; personal transport can be the use of a personal car, taxis, and bicycle or walking. It is simply a way of getting from point A to point B in the safest and most economical way.

### Car Sharing – an Overview

In 2005, the Commonwealth Government of Australia commissioned a report into the car sharing industry worldwide. The primacy of car-based mobility has become a widespread problem in most cities in the world. In Australia, the situation is no different, with the car having an even more dominant role than in European cities. In Australia, transport is the fastest growing sector contributing to greenhouse gas emissions. Emissions from transport are second in magnitude only to the stationary energy sector. Enormous amounts of land and capital are bound up with cars, roads and parking space. This is a result of high levels of private car ownership. Although in medium and high-density urban areas many people walk, cycle and use public transport, there are occasions when they still see a need for some car travel. This is the 'mobility gap' that car sharing seeks to fill.

This report describes the concept of car sharing. Its purpose is to identify car sharing organisations in other countries, and to examine the preconditions required to establish and run a car sharing organisation (CSO), in order to examine Australian conditions as a basis on which to encourage local initiatives. At an anecdotal level, car sharing is known to exist in a number of Australian cities. For example, approval was granted to a high-rise residential development to operate a car sharing scheme through a local car provider as a substitute for not providing on-site car parking. Other Australian CSOs are smallscale and none is known to be linked formally to public transport providers. Car sharing is one of a number of mobility strategies, which solves some car ownership problems and problems associated with high car-reliance.

To view the full report:

http://www.environment.gov.au/ settlements/transport/publications/ carsharing.html



## Council Websites Support Car Sharing

As more and more people discover the benefits of car sharing more cars will need to be provided in our cities: councils should support the car sharing organisations by providing as many parking bays as are required to fulfil public demand.

Below is a sample of what one Melbourne City Council had to say on their website, the script is as it appears on the Melbourne City Council website.

## Car Share: the alternative to car ownership

Don't buy a car - share a car with your neighbours! Car sharing has taken the world by storm over the last decade in Europe and North America operating in over 600 cities, and has been operating in the City of Melbourne since 2005. Car sharing members have access to cars on demand for rent either by the hour or by the day and no parking hassles when you're done!

### So how does it work?

- 1. Work out which company best suits you
- 2. Register and pay a joining fee
- 3. Book a car by phone or internet
- 4. Drive

Petrol, insurance, cleaning, maintenance and registration are all included in the hire charge.

### Car sharing can save you money

If you drive less than 15,000km a year you will probably find car sharing will save money.

This means that car sharing is an ideal choice for people living or working in inner city locations which have access to other modes of transport such as walking, cycling, trams and buses. It is also perfect for people who don't need a car everyday or want to get rid of a second car.

Visit RACV to calculate what it costs you to own a private car. Car sharing is good for the environment and the community. Every car share takes 15 cars off the road, and car usage of individuals is reduced by up to 60%.

### Is there a car share near you?

There are now over thirty active car Share pods on City of Melbourne roads with coverage across all suburbs in the municipality.

### What is the City of Melbourne doing?

The City of Melbourne works with car share operators to deliver services in all of Council's suburbs. Recommendations coming out of the Carlton Parking and Access Strategy initiated car sharing facilities in the municipality, and as a result more and more pods are being established every year.

The City of Melbourne provides support for car share operators through the Small Business Development Program as well as providing on-street car spaces across the municipality.

### How do I join up or find out more?

There are four car sharing operators in the City of Melbourne: Flexicar, greensharecar<sup>™</sup> GoGet and Charter Drive. In order to work out which company best suits you, you will need to compare price structures, locations and service provision.

## The Alternative to Owning Your Own Car or a Second Car

Car sharing is a revolution in personal transportation – urban mobility for the 21st century. About 80% of Australians live in cities. Of those who live close to the inner city, greensharecar<sup>™</sup> anticipates that many of them simply don't drive enough to justify the expense and hassles of owning a car or second car – yet they can't give up the freedom of driving a car when they want to.

### Climate Change Action Fund

The Australian Federal Government has established the \$1.97 billion Climate Change Action Fund to provide targeted assistance to business, community sector organisations, workers, regions and communities, helping to smooth the transition to a low-pollution economy.

The Climate Change Action Fund will operate over seven years from 2009-10 to 2015-16. It will assist:

- Small to medium-sized enterprises and community sector organisations which may be impacted by the Carbon Pollution Reduction Scheme (CPRS)
- Specific industries, workers, regions and communities that may experience a concentrated impact flowing from the implementation of the CPRS

 Businesses that are not eligible for other forms of assistance associated with the CPRS, recognising that there may be other situations where assistance is warranted.

The Prime Minister announced on 4 May 2009 that \$200 million will be available through the Climate Change Action Fund in 2009-10 to support early action on energy efficiency. This will help Australian businesses and community organisations to save on their energy bills and deliver significant low cost carbon pollution reductions.

Early action activities will include:

- \$20 million for a business information package to provide advice to businesses on how the CPRS will work and what impacts and opportunities may arise;
- up to \$100 million for early action energy efficiency strategies for business, including energy audits, investment and information programs; and
- up to \$80 million for capital investment grants for businesses and community organisations.

Together, these measures will contribute to Australia's comprehensive climate change response, and help businesses and community organisations prepare for the CPRS.

Email: ccaf@climatechange.gov.au

### Local Government

The Australian Federal Government has provided the necessary resources and funding to local government to implement

use by building occupiers of residential apartment developments of 50 lots or more, located within 20 km from the CBD.

projects that will assist those individual

towards meeting the objectives of the

Local government is on the frontline

**Climate Change Action Fund** 

facing the impact of climate change on

and businesses who are actively working

Carbon Pollution Reduction Scheme (CPRS).

communities. The Australian Government is

assisting local government to research and

refine how to best manage climate change.

The Climate Change Action Fund (CCAF)

a low pollution future. Through the CCAF,

help and information to local government

will help local government prepare for

the government is providing practical

so that they can make the transition to

Sharing: In Australia

Group of Companies which has broad

industry. greensharecar<sup>™</sup>'s expertise in the strata property industry will enable us

to place share cars into developments in

all major Australian cities at no cost to the

greensharecar<sup>™</sup> will place share cars in the

A GreenShareCar is ideally suited for exclusive

greensharecar<sup>™</sup> is a division of The Roscon

capabilities unique to the Australian property

The Future of Car

a low carbon economy.

property developer.

following environments...

**Residential Buildings** 

Or a GreenShareCar is ideally suited for non-exclusive use by building occupiers in residential apartment developments of 50 lots or less (minimum 20 lots) located within 20 km of the CBD. Cars must be accessible 24/7 to all greensharecar<sup>™</sup>members whether they live in the building or not.

### **Commercial Offices**

A GreenShareCar is ideally suited for exclusive use by building occupiers of commercial office buildings where 500 or more individual people work, and must be located within 10 km of the CBD. Car must be accessible 24/7 to all greensharecar<sup>™</sup> members whether they work in the building or not. Or a GreenShareCar is ideally suited for nonexclusive use by building occupiers (car can be used by other members of greensharecar™ who do not work within the building) of commercial office buildings where 500 or less people work, and must be located within 10 km of the CBD. Car must be accessible 24/7 to all greensharecar™ members whether they work in the building or not.

### **Shopping Centres**

A GreenShareCar is ideally suited for non-exclusive use by shopping centre management for use by its tenants and other greensharecar<sup>™</sup> members of shopping centres where 50 or more individual retail tenancies exist. Car must be accessible 24/7 to all greensharecar<sup>™</sup> members whether they work in the building or not.

### **University Grounds**

A GreenShareCar is ideally suited for exclusive use of universities for use by its students and other campus staff who become greensharecar<sup>™</sup> members. Car must be accessible 24/7 to all greensharecar<sup>™</sup> members.

## On the Street (in Co-Operation with Local Councils)

greensharecar<sup>™</sup> intends to operate its car sharing business nationally. We have a unique website where people can see how car sharing membership works. We encourage potential members to log on and express their interest in joining greensharecar<sup>™</sup>. There is no fee involved in expressing your interest. Once we receive a minimum of 30 expressions of interest in greensharecar<sup>™</sup> in any given area, for example it may be a postcode or members being located within one or so kilometres of each other, we then invite those individuals to complete our online application form. Once greensharecar<sup>™</sup> approves 30 members within a location, a new share car will be centrally allocated to that area. As more members join, additional cars will be allocated in that area.

### Corporate

A GreenShareCar is ideally suited for exclusive use by corporate and commercial fleet management for use by its employees or contractors. Companies can cut FBT on all company cars by up to 100%. Whether you're a small business needing only a car or two, or a large company with a mixed fleet of hundreds, we can take the cost and headache out of managing your company cars.

### Commercial Fleet Management (Pooled Cars)

We've developed an industry-first by hiring the car instead of direct ownership process to dramatically reduce FBT costs by up to 100% (based on all business only use) on all company cars. The days of novated leases, maintained operating leases or operating leases are a thing of the past. There's no more need for in-house staff to manage the fleet. You tell us the cars you require and we deliver them you. Pay just one monthly fee to us for the entire fleet. Receive monthly reports from us to identify all car movements. This includes kilometres travelled, and fuel used. The best thing about our cars is that you don't pay insurance, petrol, registration and maintenance: all cars costs are 100% paid by greensharecar<sup>™</sup>.

If you need to know more, contact us for the best options to meet your needs. We will answer any queries you may have regarding our car facility contract in all sectors mentioned above.

## Share Car Advantages over Traditional Car Rental Companies

This is a member-based organisation - suited to those individuals who live close to or in the city, or close to public transport, and have no real need to own their own car. If you need a car occasionally, greensharecar<sup>™</sup> is the answer. Once you're a member of greensharecar<sup>™</sup> it will be like owning your car without all the headaches and costs - financing, insuring, buying and seeing your car depreciate on a daily basis.

Car sharing is about reducing direct car ownership, emissions, traffic congestion in our cities. It is the sensible and alternative way of car use in the future. Basically greensharecar<sup>™</sup>'s target market is people who live in big cities and only need a car occasionally. Rather than buy a car, they become a greensharecar<sup>™</sup> member and rent a car by the hour when they need it. Here are the main differences between a traditional car rental company and greensharecar™:

- Traditional rental cars require that you rent the car from the rental car office, although you're usually permitted to return the car to a different city. Car sharing agencies such as greensharecar<sup>™</sup> let members reserve the car over the internet and pick the car up from reserved parking spaces located at strategic points all over the city. Cars from a car sharing agency must be returned to the same car parking space.
- Traditional rental car agencies let anyone walk in off the street and rent a car. Car sharing services like greensharecar<sup>™</sup> only let members rent a car. It can take several days for a membership application to be processed. It costs AUD \$55 to sign up as a member in Australia.
- The process of picking up a regular rental car can take around 30 minutes. With a car sharing service like greensharecar<sup>™</sup> you can be driving within a minute or two.
- You rent by the day with traditional car rental companies, but with car sharing services like greensharecar<sup>™</sup> you can rent by the hour (although there is also a daily rate).
- With car sharing agencies you get the exact same car you asked for - none of being 'upgraded' to some big ugly car that you didn't ask for.
- Traditional rental car companies may charge you additional fees for insurance, but car sharing agencies like greensharecar<sup>™</sup> include insurance.
- You are responsible for paying for petrol if you rent through a regular car rental company, but fuel is included with car sharing. In Australia, greensharecar<sup>™</sup> includes the first 150 km per day free of charge, and there is a fuel card provided with the car so you can top it up at greensharecar<sup>™</sup>'s expense.
- Most rental car companies won't rent to you if you're under the age of 25: if they do, they will charge you extremely high fees for the privilege. greensharecar<sup>™</sup> only requires that you have at least 12

months driving experience, and you are aged over 19. If you've turned 19 there are no higher excess charges because of your age.

There are quite a few differences between greensharecar<sup>™</sup>'s service and a regular rental car. It isn't for everyone, particularly if you're planning a longer trip. However it is worth considering if you are travelling between big cities by some other form of transport (such as plane or train) and need a car for a few days at a time to explore a

#### Car Index Category – Preferred Cars

#### 1 Preferred Car



2 Preferred Car



3 Preferred Car Electric car will meet and exceed Green Travel Plan objectives with its low emissions

4 Preferred Car Electric car will meet and exceed Green Travel Plan objectives with its low emissions







specific region. It may be your only option if you're aged between 19 and 25.

Because fuel is included and there aren't any additional charges for insurance, greensharecar<sup>™</sup>s and cars from other car sharing services can be much better value than regular rental cars (as long as you average less than 150 km per day).

In Australia most car rental companies seem to specialise in bigger cars. However greensharecar<sup>™</sup> has quite a nice range of small cars, such as...

#### Toyota Yaris YR Hatchback 5dr 1.3i Automatic Includes: petrol, registration, insurance, 24/7 road assist & call centre, replacement car in breakdowns, cleaning, full service

#### **Toyota Corolla Ascent Hatchback 5dr 1.8i** Automatic Includes: petrol, registration, insurance, 24/7 road assist & call

insurance, 24/7 road assist & call centre, replacement car in breakdowns, cleaning, full service

#### Toyota Prius Hatchback 5dr CVT 1sp 1.8i/60kW

Hybrid Automatic Includes: petrol, registration, insurance, 24/7 road assist & call centre, replacement car in breakdowns, cleaning, full service

#### Toyota Camry Hybrid Luxury Sedan 4dr CVT 1sp 2.4i/1.5kW

Automatic Includes: petrol, registration, insurance, 24/7 road assist & call centre, replacement car in breakdowns, cleaning, full service

You choose the car Automatics only We provide the share car Our Fleet Price: To be quoted All GreenShareCars are proven to be environmentally friendly cars with low CO2 emissions; greensharecar<sup>™</sup>'s vision is to have a full electric fleet as technology improves in the future.

#### How does it work?

The greensharecar<sup>™</sup> network is a fully managed service. Once installed on a site or in a dedicated street car parking space, greensharecar<sup>™</sup> provides a new car which is fully insured, serviced and maintained in peak condition. Our cars are fitted with GreenSmartCards and have GPS tracking technology installed. Each GreenShareCar includes a fuel card, e-tag, in-built car management system, 24/7 phone and email customer support, insurance, vehicle cleaning, scheduled maintenance, 24/7 roadside assistance, accident management and damage repair.

greensharecar<sup>™</sup>uses world-leading technology to manage its car fleet management systems. Other services provided by greensharecar<sup>™</sup> include new member screening and management, online booking and billing system, and email customer support. Members would register via GreenShareCar.com.au.

greensharecar<sup>™</sup> will also be placing their cars in strata developments of more than 100 apartments for the exclusive us of the occupiers of that building. This eliminates the need for occupiers to own two cars or have limited car parking facilities on site. Building occupiers who join greensharecar<sup>™</sup> as members simply make car reservations via the greensharecar<sup>™</sup> website or via their iPhone booking system.

Members can also make reservations for any other car in the entire greensharecar<sup>™</sup> fleet network - yet another bonus of being a greensharecar<sup>™</sup> member!

#### **Existing High Density Buildings**

Attract and retain great tenants! Owneroccupiers can eliminate the need for a second car or eliminate direct car ownership completely. Residential and business clients love it. It's the solution to limited or no parking on site. The convenience of the GreenShareCar is here!

Building owners and tenants receive a personal electronic key to the

GreenShareCar in your building. GreenShareCars are parked on-site. We can supply a large range of cars: it's up to the strata management or member committees to decide. We have Prius hybrids, Honda Jazz, Alfa, and many more - or you name the car. Building residents simply reserve online or via iPhone, hop in, and drive from \*\$8/hr or as low as \*\$69/day. And what about the \*\*\$12,000 annually members save from not owning a car or second car?

greensharecar<sup>™</sup> provides the amenity ("the car"). Strata management or member committees provide the parking space. Together we market the "car facility" to all building residents and all new owners and tenants to promote your property as being environmentally mindful in helping save CO2 emissions. In addition, greensharecar<sup>™</sup> can become a profit centre for the strata building owners. greensharecar<sup>™</sup> also has the capacity to reduce member contributions. greensharecar<sup>™</sup> is a win-win amenity for all building stakeholders.

\*Rates are subject to change depending on the time of day or the week day selected

\*\*RACV figures on car ownership costs are based on a large car category. A Ford Falcon, with the following assumptions, as at 2009: car value on-road new \$41,659; average km travelled 15,000 km a year; taking depreciation into account & tyres, petrol, insurance, registration, scheduled servicing. Cost \$12,000 p.a. In the small car category: Ford Focus yearly ownership costs \$8,345.

## Table 3.1 – For the same cost of direct car ownership you can drive a GreenShareCar

Outright car ownership costs per year	*Rate per hour	*Rate Per Day	Days per year	Hours you can drive per year	Hours you can drive per day	Full 24 hour days you can drive per year	**How many more Km can you drive with GreenShareCar
\$12,000	\$10	\$59	365	1,200	3.5	203	39,750
\$12,000	\$12	\$69	365	1,000	2.7	173	10,950
\$12,000	\$14	\$79	365	857	2.4	152	7,800

\*Rates vary on the type of car hired or the time and day of the week a reservation is made. Rates subject to change without notice

\*\*greensharecar® allows up to 150 km per day at no additional cost

## Table 3.1 – If you drive 1 hour per day or 7 hours per week this is what you will save compared to direct car ownership when you choose to drive a

Outright car ownership costs per year	*Rate per hour	*Rate Per Day	Cost to drive with greensharecar®	Hours you can drive per year	Hours you can drive per day	Full 24 hour days you can drive per year	**How many more Km can you drive with GreenShareCar
\$12,000	\$10	\$59	\$3,640	364	1 to 24	\$160	\$8,360
\$12,000	\$12	\$69	\$4,368	364	1 to 24	\$146	\$7,632
\$12,000	\$14	\$79	\$5,096	364	1 to 24	\$132	\$6,904

\*Rates vary on the type of car hired or time and day of the week the reservation is made rates subject to change without notice



# Car Ownership is a Liability

It's almost everyone's dream to own a car when they are old enough to drive one: it's the way of life as we have known in the past. Car ownership is a huge financial burden on young people who have just left school or are still studying.

Let's take a Ford Falcon as an example: purchased new for \$41,659, it will cost the owner approximately \$12,000 per annum for running costs plus depreciation. Consider the savings if you decide not to buy this car. Indeed, direct car ownership is a liability. Instead think about car sharing. As we all need to drive at some stage let's allow \$2,000 per annum for car share costs which will provide a greensharecar<sup>™</sup> member with approximately 180 hours in driving credits per annum or an average of 3.5 hours per week. That would leave you with \$10,000 per annum in spare cash to invest in assets.. In 5 years you would have accumulated \$50,000 plus interest - the deposit on an outer suburban house or an inner city apartment. In 1999 I used a \$50,000 deposit to purchase a \$1,000,000 property on vendor terms, and by 2003 I had turned that initial \$50,000 investment into \$4 million dollars. I must admit I practiced as an estate agent and worked with some of Melbourne's largest property developers, so experience is important. However I have also seen many investors, who just purchase a property, pay the full retail or asking price and five or ten years later they have doubled their money without actually doing anything.

The money you have elected to save by not owing a car will also enable you to have a greater borrowing capacity. With "savings" of \$10,000 per annum, you'll have a more disposable income and thus a real estate lending institution will advance more money to you. These "savings" you have by not owning a car directly have the capacity to get you an additional \$150,000 from the lender, based on interest rates for home loans at 7% per annum. In the future, cars in inner city areas will one day all be shared. It simply makes good financial sense - and it will help the environment at the same time.

### The Benefits of Car Sharing

#### 1. Benefits and Practicalities

This guide seeks to examine the benefits of placing a share car in property developments; the factors affecting feasibility and success; planning tools; and steps to implementation.

## 2. The Benefits of a Share Car in Planning Policies

Car sharing provides a means to reduce parking ratio provisions in new developments. If residents convert from owning a first or sometimes second car, each share car will typically replace 15 private cars. By reducing or eliminating the need for onsite parking, this alone will help reduce the cost of new apartments. The need for fewer car parks (and less traffic impact) will translate into the construction of more apartments within a development. Alternatively land not used for parking can be made use of for alternative development (green space, play areas or extra units). If the share car facility is implemented correctly from the early planning stages, a professional share car organisation with extensive property management history can place a share car in the development for the life of the building seeing it through from beginning to end until the building has gained approval from all relevant authorities.

#### 3. The Benefits to Developers from Including Share Cars

The benefits of share cars in property developments can be summarised as:

- 3.1 Share cars reduce the number of car parking spaces. The cost for providing parking spaces is therefore greatly reduced.
- 3.2 Developers benefit from being able to work on sites where previously it was difficult to include car parks. The use of car lifts can be eliminated: these are not well accepted by building occupiers and strata managers due to the high cost of maintenance and the continual breakdowns.
- 3.3 By reducing the amount of parking, share cars will allow an increase in the number of units or amenity space on the site, increasing the profitability of the site.
- 3.4 Share cars are a popular alternative to private car ownership as they offer convenience without the responsibilities and the capital outlay of ownership.
- 3.5 Share cars have added value to housing developments because residents perceive the vehicles as an extra building amenity - on a par with a gym or pool, for example.
- 3.6 Share cars contribute to the development's green travel plan which aims at reducing the impact of the private car, as well as decreasing the number of kilometres driven, and easing local congestion.
- 3.7 Share cars support other green travel plan initiatives...Once

residents have given up their private cars they are more likely to walk, cycle or use public transport.

#### 4. Developers' Potential Cost Savings

Cost savings for developers can range from a few hundred thousand to several million dollars depending on the scale and type of development.

- 4.1 Increasing density: nil cost of building car parking spaces = potential savings in the millions
- 4.2 No underground parking: saving space used for 50 to 200 cars = \$2M to \$16M in savings
- 4.3 Reduction in offsite infrastructure improvements: \$200,000 to \$400,000
- 4.4 If the share car facility is implemented correctly by the initial developer and local authorities as part of the development approval phase, those buildings with correctly implanted share cars in the strata scheme will have a much better resale value than those buildings where no share cars exist at all or in those buildings where the share cars have been incorrectly implemented into the development by the developer or local authorities.
- 4.5 As data becomes available in the future, greensharecar<sup>™</sup> will monitor price differences of comparable buildings and apartments, and also monitor any price fluctuations or increases in the value of lots with a greensharecar<sup>™</sup> facility on site. Once consistent and reliable evidence is available in the greensharecar<sup>™</sup> will make this information available to property professionals.

#### 5. For Successful Car Sharing

The success of the car sharing facility in any development will be primarily controlled by the developer and secondly by the local government planning conditions. There is no direct cost to the property developer to implement a share car facility into a property development. The share car facility is underwritten by the ultimate purchasers of the lots, via the owners' corporation or strata committees and management. 5.1 Low Emission Cars

To fulfil a green travel plan developers are encouraged to use low emission vehicles for their projects. greensharecar<sup>™</sup> will provide the marketing material to encourage membership. Efficient marketing will show prospective purchasers that the share car is an added amenity which has the capacity to be used by all building occupiers who choose to become greensharecar<sup>™</sup> members.

Another way developers can promote the share car facility is to pre-pay a 1 year "advantage plan" valued at \$2,256, GST inclusive, or other plans at a lower cost (see table in section 6) for all purchasers - as a promotion, and to encourage take up of greensharecar™ membership and the subsequent use of the cars on site. Owners/ investors of the lots might offer their tenants this pre-paid option in the form of a voucher. Once members start using the share car (particularly as the first year has been paid) we are confident that this will be the beginning of the realisation that car ownership in the CBD is a costly habit of the past.

5.2 Establishment of the Owners' Corporation

> In Victoria and most other Australian states the original owner/developer must establish the owners' corporation (OC) within six months from the date that the Titles Office approved the plan of subdivision. \*Usually the developer will appoint an OC manager.

5.3 Business Relationship with the Owners Corporation (OC) or Strata Plan (SP)

> Profit sharing negotiated with the OC or strata plan will change according to the size and location of the building.

5.4 Some OC or SP Managers Could Underwrite Cars

> Ordinarily, having share cars available in a development would mean the appointed owners'

corporation would be required to underwrite the car. Some professional OC or SP managers are willing to underwrite the cars in return for long-term management rights from the developer.

5.5 Implementing Share Cars into a Strata Development

> Until the plan of subdivision is approved by the titles office, the developer is effectively the OC and can make any decisions which are in the best interests of the OC, including complying with town planning requirements for a green travel plan. If the developer agrees to include share cars in the development, allowances must be made within the OC budget for these cars once the new OC is established. The OC is established upon the plan of subdivision being approved by the Titles Office. Immediately after this approval, the developer has 100% ownership and accordingly holds the 1st meeting of the OC and signs all contracts which are to bind the OC members.

> Upon the first settlement taking place within the development, the developer can no longer sign any contracts. Any binding contract where there are two owners or more must be signed by two separate lot owners and must be signed with the OC common seal. Thus the share car facility contract is simply inherited by the OC like any other contract that the developer or the OC manager puts into place for the better management of the building. There is no need to sell the idea of implementing share cars because the developer has already decided this.

5.6 Share Cars in a Development for the Life of the Building

greensharecar<sup>™</sup> has taken proper measures in the preparation of its contracts to ensure that share cars that are integrated in new developments remain in place for the life of the building. This is a very important point to consider when
control of ownership is passed on. It is particularly important to ensure that the amenities promised by a developer to purchasers (who may have based their decision to buy apartments because of the share car) remain intact. This is another factor to consider when ensuring appropriate contracts are in place. A developer might risk being sued by purchasers who do not receive the facility as promoted. Therefore developers need to consider the preservation of their company's reputation.

#### 5.7 Car Facility to Remain

If part of the building approval process requires the developer to demonstrate a green travel plan, complying with such for the life of your building will hold developers in good stead with their purchasers, and also for future development discussions with the relevant councils. If a share car company having limited to no knowledge of owners' corporation regulations is chosen to provide share cars, it is highly likely that once the OC has full control of the share car management, its committee members can vote to remove such an amenity at any stage. This leaves the share car members without an amenity, creates disillusioned owners and possibly a tarnished reputation for the developer in the eyes of the council.

### 6. Car Sharing of the Future

Recent technology has made car sharing possible, and it is fast becoming a 21st century amenity which will be demanded in the future when purchasers of high density apartments and the general public discover the convenience and savings of not having to own their own car. In the future those high density buildings which do not have properly implemented car sharing facilities through the owners' corporation for the life of the building will be known as "yesterday's buildings". No developer wants their buildings branded as such.

### 7. Car Sharing Benefits

Investors can expect higher rental returns on buildings where car sharing exists.

Provided the car sharing facility can be easily accessible on short notice or on demand, it will meet the expectations of those residents who don't need a car but may need to drive at times. RACV 2010 statistics show that direct car ownership for a basic car will cost \$250 per week and up to \$350 per week or more for more moderate cars. When a correctly implemented car sharing facility is cemented into the building, the savings are tangible and can lead to better property investment returns.

The level of risk for the property developer is zero: the developer is a winner by maximising the chances of successfully selling all lots quicker than in those developments which do not have a share car facility.

### 8. Maximising Car Sharing

In order for a GreenShareCar to work well in a new development, there needs to be a high density of residents. Those developments which also have some mixed-use lots, such as commercial lots, will maximise the use of share cars due to the potential of daytime business use and out-of-hours use by residents.

The chances of sales success can be maximised by the selling developer as part of the marketing process by offering purchasers FREE pre-paid greensharecar<sup>™</sup> membership and a prepaid 12-month share car use. This will guarantee the success of the share car facility.

Membership of greensharecar<sup>™</sup> will be maximised if the scheme is available from when the first residents move in. This gives residents confidence in the service and ensures they do not buy a car in the meanwhile. In order to prevent parking of private cars spilling over ointo nearby streets, controlled parking zones would be ideal in surrounding streets. The greensharecar<sup>™</sup> facility is also dependent upon a good green travel plan whereby public transport is easily accessed and walking and cycling is encouraged – all of which can be promoted through joint marketing initiatives by the developer and/or local councils. These promotions will ensure the success of the greensharecar<sup>™</sup> facility.



## Inner City Residential Developments

## 1. Apartment Demand Will Keep Booming Well Into the Future

Thousands of homebuyers are now deciding to forgo the dream of owning a house on the typical quarter acre block and instead are settling for an inner city pad. With apartment prices averaging between \$8,000 and \$10,000 a square metre, they are not cheap - although cheaper than buying a house. Many buyers are finding that apartment life has its benefits that they had never considered - for example, less maintenance, no gardening, having building insurance included in the strata fees, and being able to live much closer to the city than those people living in traditional houses. This trend will continue as housing needs are in short supply and demand is not being met. With Melbourne undergoing a population increase 1,500 people a week, one of the ways to cater for housing needs is to increase housing densities close to the city and along public transport lines.

## 2. Ratio of Cars to Number of Lots

The optimal parking ratio for a development supporting a GreenShareCar is shown below. From the numerous enquiries being received by greensharecar<sup>™</sup> from property developers, we note that some developments are being approved with zero car parking allocations. greensharecar<sup>™</sup> is unable to assist these developers due to no allowance being made in the development for off-street parking.

20 to 50 – medium density 51 to 99 – high density 100 to 250 – very high density 251 plus – extreme density

## 3. Developer Competition

From its humble beginnings in the early '90s to the sophisticated market of 2010, apartment living is no doubt the way people will be forced to live. This brings many new projects and thousands of apartments on the market at any one given time, leaving purchasers with a greater selection of properties. As at 2010 there are approximately 370

new projects for sale in Melbourne, with approximately 28,000 apartments to choose from, and there are new projects entering the market every week - a booming industry for the strata management industry, the facilities management industry and the share car industry. greensharecar<sup>™</sup> is a subsidiary company of the Roscon Group Of Companies who is a marker leader in the strata management industry. For this reason developers are coming up with incentives to entice buyers. These include swimming pools, gyms, saunas, steam rooms, concierge, security, car parking, cinemas, jogging tracks, libraries, restaurants, tennis courts, golf courses, works of art - all adding up to high strata fees for the provision of these services. One amenity which won't cost the earth is the exclusive share cars in the complex which can be provided to the strata plan by greensharecar™ at no cost to the developer or the strata plan if certain conditions are met by the developer. The Roscon Group Of Companies is here to facilitate the growth in this dynamic and growing industry. The role of just being a strata manager will in time be a thing of the past. Strata managers will need to align themselves with other property providers to fulfill the demands of the

modern strata building: the opportunity is here now for strata managers and the strata management industry in general to review their current roles.

### 4. Ratio of Cars to Number of Lots

The optimal parking ratio for a development supporting a greensharecar<sup>™</sup> is shown in Table H. greensharecar<sup>™</sup> works best when the share car concept is promoted by the developer at the time of selling the lots. It is further enhanced by the developer offering membership incentives to purchasers. If residents are informed, at the time when making the purchase decision, that share cars are readily available on demand, some residents will elect to dispose of their personal car. Others may choose to dispose of their second car. There is no minimum number of units to support a share car if the development is within a wider greensharecar<sup>™</sup> scheme (non exclusive). Stand alone share cars (Exclusive Use) within a single development are ideal for residents and tenants who need a car occasionally.

It is anticipated that car sharing will boom in Australia within the next five years as individuals find the easy access to cars 24/7, and receive cost savings by not owning their own cars.

## Table H

Year	2010	2012	2014	2016	2018	2020	2022	2024	2026	2028
Share Cars Required	1	2	3	4	5	6	7	8	9	10
Number of Apartments	50	50	50	50	50	50	50	50	50	50
Share Cars Required	1	2	3	4	5	6	7	8	9	10
Number of Apartments	100	100	100	100	100	100	100	100	100	100
Share Cars Required	2	4	6	8	10	12	14	16	18	20
Number of Apartments	200	200	200	200	200	200	200	200	200	200
Share Cars Required	4	8	12	16	20	24	28	32	36	40
Number of Apartments	300	300	300	300	300	300	300	300	300	300
Share Cars Required	6	12	18	24	30	36	42	48	54	60

#### Future Car Sharing Parking Requirements in New Developments

# Car Sharing In New Property Developments

## Answers to Property Developers' Frequently Asked Questions

These questions and answers will help you better understand the philosophy behind car sharing in relation to your development. greensharecar<sup>™</sup> will provide a dedicated (exclusive use) GreenShareCar within your development at no cost to the developer. The car would not be accessible by the general public.

1. What experience has greensharecar<sup>™</sup> had?

greensharecar<sup>™</sup> has extensive experience in integrating car sharing into commercial and residential developments and in maximising the development to its full potential, which benefits all stakeholders.

- 2. What are the key benefits of car sharing from the developer's point of view?
- Strengthening the town planning approval process or DA, and increasing the likelihood of gaining planning permission
- Achieving some of the main objectives of the green travel plan which may be required by councils, fulfills a specific concern of local councils
- Improving the marketability of units or apartments with no or minimal parking.
- Reducing the build cost and construction time by doing away with the need for costly underground parking provision

- Contributing towards reducing the environmental impact of the development
- Achieving higher green star rating for your development. In the future, certificates must be included in the sale and vendor disclosure statements. The higher energy star rating attained the more demand for those properties will exist and will result in higher prices.
- 3. What developments would suit an (exclusive) greensharecar™?

Developments with at least 50 residential apartments located within a 20 km radius of the Melbourne, Sydney or Brisbane CBDs.

4. What developments would suit a (non-exclusive) greensharecar™?

Developments with at least 20 residential apartments located within a 10 km radius of the Melbourne, Sydney or Brisbane CBDs.

5. At what development stage should you involve greensharecar™?

At the initial planning stage, so that better outcomes can be achieved at council level.

6. How many car parks can you eliminate by having a GreenShareCar?

One GreenShareCar could replace up to 15 car parks. Generally 30 members within a development will support one share car. Federal, state and local governments support car sharing because of its proven ability to reduce traffic congestion, on- and off-street parking pressure, lower carbon dioxide emissions and reduce pollution.

# 7 Is there a cost associated with having greensharecar™ involved in planning applications?

We can provide in-house professional consulting services offering accredited 5- and 6-star energy rating and assessment services for your development (fee applicable on request) or, if you require a customised report to assist with town planning applications, greensharecar<sup>™</sup> offers a consultancy service which is charged at an hourly rate (fee applicable on request). You may include greensharecar<sup>™</sup> in your town planning application provided you have entered into an agreement to use greensharecar<sup>™</sup> in your development. Our agreements will run with the registered proprietor of the land so if you sell the land you must disclose the greensharecar<sup>™</sup> agreement. There is no charge to be included in a town planning application if there is no time required of the greensharecar<sup>™</sup> team.

### 7.1 Green travel plan

If a condition of your planning permit makes a reference to a green travel plan, greensharecar<sup>™</sup> can customise a green travel plan and also take care of all the equipment, such as cars, bikes, waste compactors and recycling of waste, which may be required under the plan. Our report will meet or exceed the planning permit requirements. This is offered on a consultancy basis which is charged at an hourly rate (fee applicable on request).

### Is there any cost to the developer to incorporate greensharecar<sup>™</sup> into the development?

No, however when we provide you with a letter of offer and you accept the car facility we ask the developer to pay the 1st payment to greensharecar<sup>™</sup>, which is refundable by the OC when the car is incorporated. This is similar to the developer paying for the building insurance and as settlements take place the developer is refunded the building insurance.

## 9. Is there a cost to the developer if the monthly minimum car usage is not achieved?

There is no cost to the developer regardless. Holding costs will be built into the owners' corporation (OC) or strata plan fees. The OC underwrites the car and makes the monthly payments to greensharecar<sup>™</sup> from its budget. Every dollar the share car generates is credited back to the OC. When the share car income is greater than the monthly payment by the OC, the OC would receive profit sharing at 20%.

# 10 Are there any promotional activity costs to the developer and what are these activities?

No. However some developers may elect to prepay one to 12 months car use, to be included as a bonus for the buyer. Plans are listed below. Some international developers are pre-paying 1 year "advantage plan" valued at \$2,256 (GST inclusive) for purchasers in some promotions. There is unlimited scope how you can use the share car amenity in your development. See Table 5.1.

When the developer is marketing the development to purchasers it may be a great idea to also communicate to purchasers the benefits of having a GreenShareCar on site. It's a great selling feature and a great exclusive amenity within the building. greensharecar<sup>™</sup> would provide a promotional flyer for all building occupants once most of the building is occupied. Usually when developers settle the apartments with purchasers, the developer may supply a user kit or a settlement kit or other info kit to their purchasers. It may be a good idea to insert the greensharecar<sup>™</sup> brochure in kits which we can supply to you.

## 11. What number of cars will be placed in the surrounding areas?

greensharecar<sup>™</sup> proposes to have 32 share cars located within the CBD and adjoining suburbs in 2010/2011. Our forecasts are to add an additional 64 share cars in 2011/2012 and an additional 128 cars in 2012/2013, and so on.

## Tabel 5.1 – GreenShareCar plans

Individual plans	Basic plan	Standard plan	Advantage plan
Monthly pre-paid driving credit	\$22	\$88	\$188
Free kilometres / hire	100	125	150
Excess kilometres	30 cents	25 cents	20 cents
Credit rollover	1 month	1 Month	1 month

### 12. Will there be any exclusivity?

The greensharecar<sup>™</sup> car facility contract runs for 6 years and is an agreement between the OC and greensharecar<sup>™</sup> which may extend until the share car has reached its replacement time of 3 years or 100,000 km, whichever is the earlier.

During the greensharecar<sup>™</sup> car facility contract no other share car organisation can place cars within the development.

## 13. What is the additional cost to the developer for the security access equipment?

The monthly commitment fee we have quoted you includes all the necessary infrastructure, set up costs and equipment to operate the share car.

## 14.Is there any cost to the owners' corporation to incorporate greensharecar<sup>™</sup> into the development?

Yes, a monthly commitment only, however the share car only needs to be used on average 5 hours a day and it will cost the OC nothing. If the share car is used on average for more than 5 hours daily the OC takes a 20% profit share.

## 15.If membership is low, is the OC still obligated to pay greensharecar™ the monthly commitment?

Yes, for the term of the contract being 6 years. To encourage car use however, the OC may need to consider allowing access to other greensharecar<sup>™</sup> members who are non residents of the development in question. This might mean having hardware installed to allow other greensharecar<sup>™</sup> members access to the secured share cars.

## 16.Are toll charges included in the members' monthly credit amount?

No, this is charged to the member separately (invoiced or direct debit).

# 17. Does the monthly amount that the OC pays to greensharecar™ increase annually?

No. It is fixed for 3 years or 100,000 km (whichever comes first) per car at which point the car is replaced. However, the car value will determine the new monthly cost. Having said that, greensharecar<sup>™</sup> has capped the increase at 10%. As an example, if the OC is currently paying \$2000/month per car, the most they will pay when a car is replaced is \$2200.

## 18. Why should owners who don't use or want share cars in the development have to pay to have one available?

We see the share car as any other amenity that the developer has decided to include as part of the marketing of its projects. Like maintaining a pool or having a gym need to be budgeted, so too would a share car facility. Furthermore, if - for example - the developer decides to include two share cars in a development that has, say, 350 apartments and a monthly underwriting cost for the OC (payable to greensharecar<sup>™</sup>) of, for example, \$1,800 per car per month, the total increase in the overall budget of the OC body corporate fee per owner would be \$123.43 per annum for the first year.

After this time, once the cars are consistently used and at the very least breaking even (usage equalling total underwriting fee), the owners' corporation should reduce its annual fee by at least \$123.43 per annum per owner as a budget surplus is realised. After a number of years, as car usage increases, the OC may decide not to budget for the full underwriting cost of the share cars. This may be a result of the OC consistently experiencing a surplus in the budget due to each dollar spent by members using the car offsetting the underwriting costs of those cars.

## 19. If the developer chooses to buy cars outright for the purpose of sharing in their properties, how can these be managed?

The plain truth is, with great difficulty. It would mean that the OC would be required to maintain the car in every way required - including servicing, insurance, depreciation, petrol and booking reservations. greensharecar<sup>™</sup> is a fully managed car facility amenity which will add value to the properties being sold at the initial marketing phase of the development by the developer.

If the car sharing concept is implemented correctly into a building from its conception by the developer, the car amenity facility has the potential to be reflected in initial higher prices being obtained. In future, as car sharing becomes accepted by building residents as an economical way to fulfil their mobility needs for the life of the building, re-sale values of those buildings that do not have a correctly implemented car sharing facility in place, are likely to have a lesser value. International experience has demonstrated that potential purchasers are more likely to make a favourable buying decision on developments which have a share car facility in place.

## 20.Who sets the share car rental rates?

In developments where the share car has been exclusively assigned to a building and has been correctly implemented into the strata plan by the developer for the life of the building, it is no different to any other building amenity, for example a swimming pool, waste compactor or a gymnasium. Only greensharecar<sup>™</sup> has the expertise to ensure that the share car/s are implemented correctly into the strata plan. greensharecar<sup>™</sup>'s world leading software technology enables us to set up individual hire rates in accordance with initial directions from the developer and later from the members of the strata plan provided the chosen rates are no more or no less than 50% of the greensharecar<sup>™</sup> standard Gold membership rates. greensharecar<sup>™</sup> is Australia's leading provider of share cars to the strata industry.

See Table 5.2.

## 21. What do members typically pay per hour?

Effective as at 1 July 2010, see Table 5.3 – Table 5.6 for membership rates.

Membership categories: "Gold Member," "Platinum Member","Corporate Member", Life Member"

Full details of the various categories can be viewed at www.greensharecar.com.au

#### 22 Is there exclusive use of the car?

The owners corporation (OC) underwrites the holding charges of the car and basically the cost will depend on the type of car selected by the developer or the OC. greensharecar<sup>™</sup> will determine a monthly figure which the OC will pay to greensharecar<sup>™</sup> for the term as agreed.

### 23 What about parking allocation?

Easily accessible car parking space within the building clearly marked on the pavement and in front of car space, signs to read "Reserved for greensharecar<sup>™</sup> Tow Away Zone". This signage will be arranged by greensharecar<sup>™</sup>.

### 24 How does the owners' corporation (OC) work alongside greensharecar™?

The greensharecar<sup>™</sup> contract runs for 6 years. Cars are replaced at 100,000 km or three years from date of car registration whichever comes first. Below is a hypothetical calculation which provides an insight on how the profit sharing with the OC works. It is only a sample and should not be relied upon. The numbers shown herein may vary from the example provided, depending on the type of car chosen, term of contract and other variables.

# Table 5.2 – Share car rental fees set by the developer or members of the strata plan with hypothetical outcomes from different rental fees charged to members.

(Calculations assumptions: Membership "Gold"; Individual Plan "Standard")

Type of car selected by the developer or the strata plan	Monthly payment by the strata plan for underwriting the share car	Rate per hour selected by the developer or the strata plan. Note: "Membership "Gold": Individual Plan "Standard": Peak hire times Fri-Sun	Hours car needs to be driven for the Strata Plan to break even. Source: greensharecar™ Calculator	Strata plan monthly payment
Toyota "Yaris" greensharecar™ recommended rates	\$1,693	\$12.05	4.65	\$0
Toyota "Yaris" Rates set by the Developer or the strata plan	\$1,693	\$6.00 50% discount of greensharecar™ recommended rates	9.28	\$849
Toyota "Prius" greensharecar™ recommended rates	\$2,427	\$15.55	5.13	\$0
Toyota "Prius" Rates set by the Developer or the strata plan	\$2,427	\$7.80 50% discount of greensharecar™ recommended rates	10.23	\$1,103

greensharecar<sup>™</sup> has more flexible plans than any other car sharing organisation in Australia. Our commitment is to satisfy our clients' individual requirements.

Gold members Car hire rates petrol & insurance included	3	Hourly rate Mon-Thur 8am-5pm	Hourly rate Mon-Thur 12am-8am	Hourly rate Mon-Thur all other times	Daily Mon-Thur	Hourly rate Fri-Sun	Daily Fri-Sun
Economy cars Toyota Yaris	Basic plan	\$10.50	\$9.00	\$11.00	\$69.00	\$13.00	\$99.00
	Standard plan	\$9.55	\$8.05	\$10.05	\$60.00	\$12.05	\$90.00
	Advantage plan	\$8.60	\$7.10	\$9.10	\$51.00	\$11.10	\$81.00
Standard cars Toyota Corolla	Basic plan	\$11.50	\$10.50	\$12.50	\$79.00	\$14.50	\$115.00
	Standard plan	\$10.55	\$9.55	\$11.55	\$70.00	\$13.55	\$106.00
	Advantage plan	\$9.60	\$8.60	\$10.60	\$61.00	\$12.60	\$97.00
Premium cars Toyota Prius	Basic plan	\$14.50	\$13.00	\$15.00	\$109.00	\$17.00	\$145.00
	Standard plan	\$13.55	\$12.05	\$14.05	\$100.00	\$16.05	\$136.00
	Advantage plan	\$12.60	\$11.10	\$13.10	\$91.00	\$15.10	\$127.00

## Table 5.3 – Individual rates by car (gold members) (V4)

all rates shown are gst inclusive

## Table 5.4 – Individual rates by car (platinum members)

Platinum members Car hire rates petrol & insurance included	4	Hourly rate Mon-Thur 8am-5pm	Hourly rate Mon-Thur 12am-8am	Hourly rate Mon-Thur all other times	Daily Mon-Thur	Hourly rate Fri-Sun	Daily Fri-Sun
Economy cars Toyota Yaris	Basic plan	\$9.45	\$8.10	\$9.90	\$62.10	\$11.70	\$89.10
	Standard plan	\$8.50	\$7.15	\$8.95	\$53.10	\$10.75	\$80.10
	Advantage plan	\$7.55	\$6.20	\$8.00	\$44.10	\$9.80	\$71.10
Standard cars Toyota Corola	Basic plan	\$10.35	\$9.45	\$11.25	\$71.10	\$13.05	\$103.50
	Standard plan	\$9.40	\$8.50	\$10.30	\$62.10	\$12.10	\$94.50
	Advantage plan	\$8.45	\$7.55	\$9.35	\$53.10	\$11.15	\$85.50
Premium cars Toyota Prius	Basic plan	\$13.05	\$11.70	\$13.50	\$98.10	\$15.30	\$155.00
	Standard plan	\$12.10	\$10.75	\$12.55	\$89.10	\$14.35	\$146.00
	Advantage plan	\$11.15	\$9.80	\$11.60	\$80.10	\$13.40	\$137.00

all rates shown are gst inclusive

Corporate members Car hire rates petrol & insurance included	4	Hourly rate Mon-Thur 8am-5pm	Hourly rate Mon-Thur 12am-8am	Hourly rate Mon-Thur all other times	Daily Mon-Thur	Hourly rate Fri-Sun	Daily Fri-Sun
Economy cars Toyota Yaris	Basic plan	\$8.93	\$7.65	\$9.35	\$58.65	\$11.05	\$84.15
	Standard plan	\$7.98	\$6.70	\$8.40	\$49.65	\$10.10	\$75.15
	Advantage plan	\$7.03	\$5.75	\$7.45	\$40.65	\$9.15	\$66.15
Standard cars Toyota Corola	Basic plan	\$9.78	\$8.93	\$10.63	\$67.15	\$12.33	\$97.75
	Standard plan	\$8.83	\$7.98	\$9.68	\$58.15	\$11.38	\$88.75
	Advantage plan	\$7.88	\$7.03	\$8.73	\$49.15	\$10.43	\$79.75
Premium cars Toyota Prius	Basic plan	\$12.33	\$11.05	\$12.75	\$92.65	\$14.45	\$123.25
	Standard plan	\$11.38	\$10.10	\$11.80	\$83.65	\$13.50	\$114.25
	Advantage plan	\$10.43	\$9.15	\$10.85	\$74.65	\$12.55	\$105.25

## Table 5.5 – Individual rates by car (corporate members)

all rates shown are gst inclusive

## Table 5.6 – Individual rates by car (life members)

Life members Car hire rates petrol & insurance included	d	Hourly rate Mon-Thur 8am-5pm	Hourly rate Mon-Thur 12am-8am	Hourly rate Mon-Thur all other times	Daily Mon-Thur	Hourly rate Fri-Sun	Daily Fri-Sun
Economy cars Toyota Yaris	basic plan	\$7.88	\$6.75	\$8.25	\$51.75	\$9.75	\$74.25
	standard plan	\$6.93	\$5.80	\$7.30	\$42.75	\$8.80	\$65.25
	advantage plan	\$5.98	\$4.85	\$6.35	\$33.75	\$7.85	\$56.25
Standard cars Toyota Corola	basic plan	\$8.63	\$7.88	\$9.38	\$59.25	\$10.88	\$86.25
	standard plan	\$7.68	\$6.93	\$8.43	\$50.25	\$9.93	\$77.25
	advantage plan	\$6.73	\$5.98	\$7.48	\$41.25	\$8.98	\$68.25
Premium cars Toyota Prius	basic plan	\$10.88	\$9.75	\$11.25	\$81.75	\$12.75	\$108.75
	standard plan	\$9.93	\$8.80	\$10.30	\$72.75	\$11.80	\$99.75
	advantage plan	\$8.98	\$7.85	\$9.35	\$63.75	\$10.85	\$90.75

all rates shown are gst inclusive

Note: OC who receive income must lodge a tax return, or alternatively greensharecar<sup>™</sup> can provide credits to the OC which can be utilised towards the following mandatory property reports in accordance with the OC Act 2007 or general maintenance:

1) Maintenance budget plan

2) Insurance reinstatement valuation

3) Common property defects report

4) General maintenance of the common property

See Table 5.7 and Table 5.8.

## 25.What is included in the greensharecar<sup>™</sup> service?

The greensharecar<sup>™</sup> service is a fully managed solution. Once installed into a site, there are no requirements of the car park provider. greensharecar™ provides a new, fully insured vehicle with GreenSmartCard and GPS tracking technology installed. Each GreenShareCar comes with fuel cards and e-tag management, vehicle cleaning, maintenance, 24/7 roadside assistance, accident management and damage repair. In addition greensharecar<sup>™</sup> provides member screening and management, online booking and billing system, 24/7 phone and email customer support.

#### 26.What are the benefits for developers?

Having greensharecar<sup>™</sup> onsite can mean reduced parking requirements for the developer. (Up to 10 car spaces are being omitted from normal requirements in overseas developments for one share car space provided). This may vary depending on the location of the development and individual council requirements. It can offer your potential buyers the best alternative to owning a car in Melbourne, and lets them save money that they can put back into their purchasing budget.

## 27. What are the benefits for property managers?

By partnering greensharecar<sup>™</sup> you can provide your tenants and OC members with a value-added benefit of having greensharecar<sup>™</sup> cars available to them right in their building and with the added possibility that with high GreenShareCar use, each OC member will save OC fees.

## 28 Who is authorised to use the car?

The share car will only be used by the occupiers of the building and any other person authorised by the owners corporation (OC) or any other person who the OC manager may authorise from time to time. All persons who wish to use the share car must first become members of greensharecar<sup>™</sup> in order to access the exclusive car or its dedicated car park. All potential users of the car will be required to complete an online application form, which, once approved by greensharecar<sup>™</sup>, will form the contractual obligations between greensharecar<sup>™</sup> and the individual member in respect to the use of the exclusive car at the building's location.



## Table 5.7 – Examples of Share Car Use Within a Development Exclusive Use

Car Type: Refer to Car Index - Preferred cars	**Car value on-site	Share car: hourly rate	Monthly OC commitment: 100% of car holding costs	Monthly OC members' share car use (Hours)	Monthly car share income	Monthly OC commitment	% of profits paid to OC	Monthly OC share of profits
2	\$24,990	\$12	\$1,847	0	\$0	\$1,847	20%	\$0
2	\$24,990	\$12	\$1,847	180	\$2,160	\$0	20%	\$62
2	\$24,990	\$12	\$1,847	360	\$4,360	\$0	20%	*\$495
3	\$41,418	\$15	\$2,354	0	\$0	\$2,354	20%	\$0
3	\$41,418	\$15	\$2,354	180	\$0	\$0	20%	*\$70
3	\$41,418	\$15	\$2,354	360	\$5,400	\$0	20	*\$610

\* Calculated on average income over a 12 month period

\*\* Car value will determine the monthly OC commitment: the lower the car purchase price the lower the fee.

Price in line with expected date of development program. CPI or other increase has been allowed.

Generally 5 hours average use of the share car daily will result in the OC having the share car at NO COST.

## Table 5.8 – OC or Strata Plan Savings Exclusive Use

Car Type: Refer to Car Index - Preferred cars	**Car value On-site	Building size: number of lots in OC or strata plan	Monthly OC members' share car use (hours monthly)	Monthly profit share to OC or strata plan	% of profits paid to OC	Annual profit share to OC or strata plan	Annual profit share to OC or strata plan per lot
2	\$24,990	50	360	\$864	20%	\$10,368	\$207
2	\$24,990	100	360	\$864	20%	\$10,368	\$103
2	\$24,990	200	360	\$864	20%	\$10,368	\$52
3	\$41,418	50	360	\$1,080	20%	\$12,960	\$259
3	\$41,418	100	360	\$1,080	20%	\$12,960	\$130
3	\$41,418	200	360	\$1,080	20%	\$12,960	\$65



## So you want to live in a New High Density Development?

The following list should be used to consider the liveability of the building. Most inner city developments are sold off the plan, so you are buying from floorplans and architectural drawings or computer generated visuals which seem real. Before purchasing in a high density building here are some of the things a purchaser should look out for...

- 1. What amenities are provided in the building?
  - 1.1 Gymnasium?
  - 1.2 Swimming Pool?

1.3 What security is provided within the apartment?

1.4 What security is provided in the car park? Are CCTV cameras installed for personal safety and those of your car?

1.5 Will a full time caretaker with 24/7 service be provided?

1.6 How much are the strata fee's (body corporate or owners' corporation) annually, not just an estimate, you should demand the exact amount.

1.7 Is there a 24/7 emergency property maintenance assistance contract in place with the body corporate or owners' corporation) so that if, for example, you get flooded by running water from the apartment above you can call someone and have the mess cleaned immediately? 1.8 Does the 24/7 emergency property maintenance assistance company mentioned hold quality assurance audited by international certifications?

1.8 How many car spaces are provided in the building and who owns them?

1.9 Is there a share car facility provided in the building for the exclusive use of the building occupiers?

1.10 Will the share car facility be implemented into the building by the developer via the body corporate or owners' corporation for the life of the building? (You may need to view the share car agreement between the developer and the share car organisation.)

1.11 Is the developer providing any driving credits to purchasers for the use of the share car?

1.12 Will the building have a 24/7 concierge service?

- 2. Ensure that the body corporate or owners' corporation) fees are provided together with completed proposed budget for the entire building. The proposed budget for the entire body corporate or owners' corporation) provides evidence of the services the developer intends to deliver to occupiers.
- 2.1 The copy of the proposed budget will disclose the standard the building is likely to be kept in. For example, by

## Table 6.1 – examples of the likely standard of the building when directly compared with the average body corporate or owners' corporation annual fee

Body Corporate or Owners' Corporation Annual Fees	Likely Building Standard
\$2,000 to \$2,999	3-star
\$3,000 to \$3,999	4-star
\$4,000 to \$4,999	5-star
\$5,000 or more	6-star

dividing the total proposed budget for the entire building by the number of lots or apartments, you can estimate the average individual body corporate or owners' corporation fees due by each individual owner. If the average is below \$3,000 per annum the standard you a buying in is likely to be that of a hotel below a 4-star rating.

3. Services provided to the building

Are the following services provided and included as part of your purchase price? If yes, ensure that they are included in the special conditions on the real estate contract of sale.

3.1 Foxtel cabling into your apartment?

3.2 Computer cabling into your apartment ready for connection to a service provider?

3.3 Free to air TV cabling into your apartment?

3.4 Intercom wiring?

3.5 Security system into your apartment?

The above should be provided as part of the purchase price and not as an added expense to the body corporate or owners' corporation via a lease or hire agreement.

 If there is a full time caretaker in the building has the caretaker been allocated an apartment within the building? If no, expect lower standards of service.

It is advisable that before a purchase off the plan is undertaken the purchaser should have the contract of sale and section 32 and all other documents checked by an accredited property lawyer. It is also advisable that the purchaser should also include in the special conditions that 14 days prior to settlement the purchaser has the right to have a pre-settlement inspection of the property: if any items are found to be incomplete or defective by an independent property professional the vendor will rectify those incomplete or defective items prior to settlement.

VicUrban is an agency of the Victorian Government responsible for overseeing sustainable development in Victoria. It is intended to support planning policies such as Melbourne 2030, and acts as a land developer with a 12% market share in land sales. VicUrban has been involved in projects such as the Melbourne Docklands, transit-oriented development in various activity centres, and housing developments around Victoria.

Recent VicUrban forays have been made into high density developments in innercity Coburg. This substantial residential development is located on the tram line in Nicholson Street, Coburg approximately seven kilometres from the Melbourne CBD. The development has 183 apartments and only 60 off-street car spaces have been provided - a deficiency of car spaces to 123 apartments. From observation, there appears to be no provision for car sharing parking spaces on site. This department should be setting the example of how to correctly implement car sharing into a very high density building. After all, this has been designated the State Government's responsibility for leading the way into sustainable development in Victoria.

Chapter 7

## Car Sharing In Land Subdivisions

## Implementing Share Cars into a Land Subdivisions

From 2005 to 2010 in Melbourne alone the average price for a home soared 37% from \$382,000 to \$578,000. In Victoria in 2010 there was an under-supply of over 29,000 homes with this figure contining to grow at the rate of approximately 5,000 homes each year.

Typically, land subdivisions in outer areas are the source of supply to purchasers with tight budgets. The average buyer who moves into these new subdivisions is likely to be a young couple with no children or a young family looking for space, with one family average income, which must support the family needs and the stretched mortgage repayments and car payments.

There is little room in the families' budgets to support a car - let alone a second car. It is well documented that direct car ownership of even the most moderate family car in 2010, can cost anywhere between \$150 and \$300 per week. That's \$7,800 to \$15,600 per annum. For young couples and families who represent the bulk of the residents in outer metropolitan housing estates this financial burden is unsustainable.

If Governments at all levels are serious about addressing challenges of climate change into these developments, particularly at council level. By introducing changes in planning permits, and implementing car sharing schemes into these new outer suburban housing estates, councils can immediately ease the financial burden of those residents.

## Land Developers Subdivisions: 100 Lots or More

Land developers are now asking greensharecar<sup>™</sup>, how they can best implement share cars into a land subdivision. As far as I am aware there is little to no information available from anywhere around the world to show the success of failure of a car sharing scheme in new outer suburban housing estates. Certainly greensharecar<sup>™</sup> has the technology to make it work. I suspect the reason for the lack of information in this area is because up until recent times there hasn't been the technology available to have such a service available in outer suburban areas.

I preferred to use a minimum of 100 lots to trial the share car scheme in Australian housing estates. However provision should be made for the allocation of 2 spaces for every 100 lots in the likely event that consumers living in these new outer housing estates become comfortable in the use of the share car concept.

So how would it work? How can share cars be implemented successfully into a land subdivision? The following guidelines set out in point form what needs to be implemented for a car sharing scheme in a new land subdivision. GreenShareCars in a new housing estate, ready for use 24/7, for all residents who become members of greensharecar<sup>™</sup>



## Developer Undertakings (Land Subdivisions)

- The developer promotes the car sharing scheme at the time the land is being marketed for sale.
- The developer must decide what driving credits he/she is willing to provide under the promotion. Table M below shows how new members will need to decide which plan they wish to join.
- 3) The developer enters into an agreement with greensharecar<sup>™</sup> to underwrite the car. For example \$2,000 per month per car x 12 months = \$24,000 p.a. for 3 years - a total cost of \$72,000 which will need to be paid into a statutory trust account, nominated by greensharecar<sup>™</sup>, along with all driving credits used by the purchasers who become greensharecar<sup>™</sup> users/members during the first 3 years. All car share rental income received by greensharecar<sup>™</sup> in the form of hire fees up to the value of the underwritten amount, namely \$2000 in this case, would be refunded to the developer. Therefore, in effect, the developer breaks even on the share car underwriting costs.
- 4) The developer needs to translate these driving credits into the Real Estate Contract of Sale in a Special Condition which may read something like this...\*The vendor will at settlement provide the purchaser with driving credits to the value of \$2,260 which will be paid to greensharecar<sup>™</sup> at the settlement date. greensharecar<sup>™</sup> will hold the driving credits in a statutory trust

account nominated by greensharecar<sup>™</sup> until such time as one of the following events occurs: a) when a minimum of 15 residents in the estate who have been provided with driving credits have joined up as members of greensharecar<sup>™</sup> and completed the online application form, and b) the share car/s are centrally placed within the estate as shown on the plan of subdivision. The purchaser has up to 3 years to use the non-transferable driving credits from the date the occupancy certificate has been issued on the land hereby sold. If the driving credits are not used or the purchaser fails to register as a member of the car sharing scheme within 3 years from the date the 1st share car is installed ("the installation date" determined greensharecar™), the vendor is entitled to a refund of the driving credits from greensharecar<sup>™</sup>. The developer is hereby authorised by the purchaser to provide the purchaser's personal information to greensharecar<sup>™</sup>. Other special conditions, similar to the above, are open to negotiation between greensharecar<sup>™</sup> and the developer.

- 5) The developer must provide all the purchasers' names and contact details to greensharecar<sup>™</sup> in order for greensharecar<sup>™</sup> to administer the car sharing scheme.
- 6) Unused driving credits by purchasers pursuant to the relevant clause in the real estate contract of sale would be refunded to the developer/vendor less administration costs to greensharecar<sup>™</sup> equivalent to10% of the driving credit held in trust or \$220 GST inclusive, whichever is the greater.

## Council Requirements in Town Planning Permits (Land subdivisions)

If councils are serious about implementing share cars into developments, councils will need to treat greensharecar<sup>™</sup> as if it were another authority supplier - for example, AGL who supplies power to the housing estates, or Telstra who ensures that telephone cabling is installed on the estate. Having done this the council must then ensure that the following conditions are included in the Town Planning Permit:

 A condition that the applicant/the developer makes provision for car parking to accommodate 2 share cars for every 100 lots subdivided. The share car spaces provided must be centrally located within the 100 lots.  That the applicant before a compliance certificate is issued by the council has entered into a contract with greensharecar<sup>™</sup> to supply, initially, one share car when 15 houses out of the 100 lots have reached a stage where occupancy certificates have been approved.

## Council Requirements with Approved Car Sharing Organisation (Land subdivisions)

The council must enter into a license agreement with greensharecar<sup>™</sup> to use the 2 dedicated car parking spaces as shown on the subdivisional plan. The council will clearly mark the car share parking space in accordance with Circular 28 issued in December 2009 by VicRoads (see VicRoads guidelines issued to councils in Appendix 1).

## Table 7.1

Individual plans	Basic plan	Standard plan	Advantage plan
Monthly pre-paid driving credit	\$22	\$88	\$188
Free kilometres / hire	100	125	150
Excess kilometres	30 cents	25 cents	20 cents
Credit rollover	1 Month	1 Month	1 Month

## Table 7.2 –(Driving credits provided to purcahsers at settlement of land) Land Subdivision (ratio: 1 share car to 100 lots)

Number of Lots	Land Value Per Lot	Total Realisation of Lots by Developer	Monthly Plan Pre-Paid By Developer	Driving Credits Provided to Purchasers By developer	Approx Driving Hours	Approx Driving Hours Per Week	Cost to Developer to Implement Car Share With Driving Credits	% of Total Sales Invested in Car Share Scheme
100	\$150,000	\$15,000,000	\$188	\$2,256	161	3	\$225,600	1.50
100	\$175,000	\$17,500,000	\$188	\$2,256	161	3	\$225,600	1.29
100	\$200,000	\$20,000,000	\$188	\$2,256	161	3	\$225,600	1.13
100	\$225,000	\$22,500,000	\$188	\$2,256	161	3	\$225,600	1.00
100	\$250,000	\$25,000,000	\$188	\$2,256	161	3	\$225,600	0.90
100	\$275,000	\$27,500,000	\$188	\$2,256	161	3	\$225,600	0.82
100	\$300,000	\$30,000,000	\$188	\$2,256	161	3	\$225,600	0.75

## Table 7.3 – (Driving credits provided to purchasers at settlement of land) Land Subdivision (ratio: 1 share car to 100 lots)

Number of Lots	Land Value Per Lot	Total Realisation of Lots by Developer	Monthly Plan Pre-Paid By Developer	Driving Credits Provided to Purchasers By Developer	Approx Driving Hours	Approx Driving Hours Per Week	Cost to Developer to Implement Car Share With Driving Credits	% of Total Sales Invested in Car Share Scheme
100	\$150,000	\$15,000,000	\$88	\$1,056	75	1	\$105,600	0.70
100	\$175,000	\$17,500,000	\$88	\$1,056	75	1	\$105,600	0.60
100	\$200,000	\$20,000,000	\$88	\$1,056	75	1	\$105,600	0.53
100	\$225,000	\$22,500,000	\$88	\$1,056	75	1	\$105,600	0.47
100	\$250,000	\$25,000,000	\$88	\$1,056	75	1	\$105,600	0.42
100	\$275,000	\$27,500,000	\$88	\$1,056	75	1	\$105,600	0.38
100	\$300,000	\$30,000,000	\$88	\$1,056	75	1	\$105,600	0.35

## Table 7.4\* – (Likely use of share car over 3 year period) Land Subdivision (ratio: 1 share car to 100 lots)

Monthly greensharecar™ Plan	Yearly greensharecar™ Plan	Average Driving Hire Rate Per Hour	Total Yearly Driving Hours Per Lot	X By Number Of Lots	Total Yearly Driving Hours X Total Lots	Total lots Divide by 365 days	Divide by three years
188	\$2,256	\$14	161	\$100	16,114	44	\$15
88	\$1,056	\$14	75	\$100	7,543	21	\$7

\*For reasons as shown in Table P it is advisable to allow 2 share car parking spaces for every 100 lots. If demand is high greensharecar<sup>™</sup> would place an additional share car on the estate at no additional cost to the developer.

# Other Benefits for Developers

All greensharecar<sup>™</sup> vehicles are hybrids meaning they emit less carbon dioxide emissions making the development more environmentally friendly, allowing it to achieve higher green star points.

- a) Achieves green travel plan objectives
- b) Decreases development costs by reducing the demand for onsite parking
- c) Can bring down the cost of housing, allowing more units to be built by reducing the amount of parking that has to be provided
- d) Contributes towards reducing the environmental impact of the development
- e) May assist in planning approval applications
- f) Marketing benefits to purchasers
- g) Can add value by providing an amenity to new owners
- h) All at no cost to the developer.

## Marketing greensharecar™ and Units Together

Many new developments are marketed as a lifestyle decision. The "city living" message fits well with greensharecar<sup>™</sup> marketing. Both focus on convenience, services rather than products, and a modern and smarter way to live. When people move house they also reassess their transport needs, therefore it is a perfect time to join greensharecar<sup>™</sup>. Accordingly, joint marketing promotions with developers and local government are the best ways to promote the share car. Developers can offer free membership and driving credits to purchasers. Those purchasers who intend to lease their apartments can offer the driving credits to their tenants. greensharecar™ credits can be redeemed by members for 12 months.

## Importance of Green Travel Plans (GTP) and integration

Most inner city councils are now demanding green travel plans (GTP) for all new inner city high density developments. Share cars are promoted in most GTP as an important solution, however they work best as part of a package of sustainable travel initiatives or GTP. Members of share cars need good alternatives for non-essential car journeys, typically the daily commute. Conversely greensharecar<sup>™</sup> members are good supporters of these initiatives. Providing a GreenShareCar will help unlock the benefits of new initiatives and encourage use of walking, cycling and public transport.

## Section 173 Agreements - How They are Used

Under Section 173 agreements, developers can be required by councils to reasonably implement just about anything. The car sharing amenity as detailed in the Green Travel Plan should be implemented and included in the Section 173 agreement between council and developer, thus ensuring the share car facility is part of the development and remains operative for the life of the building.

Developers should use all reasonable endeavours to establish the GreenShareCar facility within their developments. Councils must ensure that the developer's obligations are outlined in the Section 173 and that proposed developments are not permitted without it. While councils are permitting developers a reduction in car parking requirements, developers are providing very little infrastructure to cope with the reduced car parking spaces.

Following are some examples to assist council planners in implementing the share car into a development. There are numerous ways for councils to include car sharing into the planning stage and to secure developers' undertakings to support the car sharing amenity. These undertakings by the developer are in return for planning consent. The developer can save hundreds and millions of dollars by having councils support a reduction in car parking requirements.

Typically the Section 173 agreement should contain as a minimum the following provisions:

- A set amount per unit to support the GreenShareCar marketing, staff training, personalised travel planning and general set up costs
- A set amount per vehicle for the set up of GreenShareCar bays and markings, and possibly the cost of the vehicle as well
- A further option is for the local authority to collect a certain amount for general sustainable transport initiatives and to allocate a proportion to the GreenShareCar
- 4) The Section 173 agreement will include details such as the level of contribution, the length of time the support will be phased over, the number of cars to be provided, and most local authorities wish to have some monitoring on uptake and usage of the new GreenShareCar service.
- 5) Share car parking bays are to be shown as common property on the strata plan of subdivision.

## Other planning tools

The alternative to Section 173 is for the developer to enter into an agreement with the council and greensharecar<sup>™</sup> with undertakings by the developer with the council and greensharecar<sup>™</sup>. This would particularly apply to land subdivisions, which are covered in a separate section.

## A car sharing scheme in any development needs funding to work effectively...how do we secure funding?

greensharecar<sup>™</sup> has a model to implement the share cars into a development, however for the share car scheme to work effectively from the beginning as residents move into the new development, the developer needs to provide some driving credits to each purchaser. Driving credits in terms of overall development costs are negligible when you consider the cost savings to the developer in parking offsets as shown previously in Tables D and E.



## Case Study: VCAT introduction of Share Cars

The following VCAT decision, illustrates that council and VCAT both had little knowledge about the implementation of share cars into a property development. This case illustrates that substantial parking off sets are being currently granted at council levels - and in this case by appeal to VCAT - but that the decision fails to tackle the directions on how the developer must implement the share cars into the development.

The manner in which the conditions were written by VCAT in the planning permit leaves it widely open to the developer about how, or when, or if the share cars will ever be implemented into the building. The current wording would release the developer's obligations once the two share car parking spaces are provided.

For car sharing to effectively operate in an owners' corporation environment, the developer needs to attend to a number of things we have included these at the end of the VCAT case below.

greensharecar<sup>™</sup> has extensive recent experience in discussing share car options with developers. One of the problems we face with some developers is that they have no understanding of the proper implementation of a share car scheme into their development. Another factor is that some developers obtain proposals from other car sharing organisations that lack the expertise in ensuring that the share car scheme is placed into the building in the same way that any other building amenity for example a swimming pool, waste compactor or a gymnasium. greensharecar<sup>™</sup> has the expertise to ensure that the share car/s are implemented correctly into the strata plan. greensharecar<sup>™</sup> r ensures that the share scheme has been exclusively assigned to a building and has been correctly implemented into the strata plan, by the developer, for the life of the building.

The following VCAT decision was successful in reducing car parking requirements by having share car spaces at a ratio of 50 units to 1 share car space (a ratio adopted by greensharecar<sup>™</sup>. In this case, there were 76 apartments. I note, though, that neither the council nor VCAT stipulated how the share car spaces were to be treated. For example, although two share cars spaces were provided in this development, there was no mention anywhere in the decision about how the share cars were to be implemented into the development.

## Icon Developments Australia Pty Ltd v Stonnington CC [2009] VCAT 2574 (2 December 2009)

Last Updated: 11 December 2009

VICTORIAN CIVIL AND ADMINISTRATIVE TRIBUNAL

ADMINISTRATIVE DIVISION

PLANNING AND ENVIRONMENT

## LIST VCAT REFERENCE NO. P712/2009 PERMIT APPLICATION NO. 0977/08

### CATCHWORDS

Application under section 79 of the Planning and Environment Act 1987; Stonnington Planning Scheme; Mixed Use Zone; Land Subject to Inundation Overlay; Design and Development Overlay Schedule 8; Environmental Audit Overlay; Proposed 15 Storey Building Containing Residential Apartments with a Reduced Car Parking Provision; Weight of Structure Plan; Form of Development; Sky view loss and Overshadowing Acceptable; Reduced Parking and Traffic Acceptable.

APPLICANT	Icon Developments Australia Pty Ltd
RESPONSIBLE AUTHORITY	Stonnington City Council
RESPONDENTS	Ms L Georgiou and Mr F Taraborrelli
REFERRAL AUTHORITIES	Melbourne Water Corporation VicRoads
SUBJECT LAND	43-45 Claremont Street, South Yarra
WHERE HELD	Melbourne
BEFORE	Rachel Naylor, Presiding Member, Michael Read, Member
HEARING TYPE	Hearing
DATES OF HEARING	31 August, 1 and 2 September 2009
DATE OF ORDER	2 December 2009
CITATION	Icon Developments Australia Pty Ltd v Stonnington CC [2009] VCAT 2574

## ORDER

- 1. Leave is given to the applicant to substitute for the permit application plans, the following plans filed with the Tribunal:
- Prepared by: Simon Stokes Architects
- Dated: 28.07.09
- Drawing numbers: TP01-TP03 Rev D, TP04 Rev B, TP05 Rev C, TP06 Rev E, TP07-TP08 Rev D, TP09-TP11 Rev E, TP12 Rev C, TP13 Rev A, TP14 Rev C & TP15 Rev B
- 2. The decision of the Responsible Authority is set aside.
- In permit application 0977/08 a permit is granted and directed to be issued for the land at 43-45 Claremont Street South Yarra in accordance with the endorsed plans and subject to the conditions set out in Appendix A. The permit allows:
- Construction of two or more dwellings on the lot under MUZ;
- Construction of a building and carrying out of works under DDO8 and LSIO and;
- Reduction of the standard car parking requirement.

Presiding Member	Member
Rachel Naylor	Michael Read

## **APPEARANCES**

**For Applicant** Mr J Gobbo QC instructed by Mr M Naughton, solicitor of Planning & Property Partners Pty Ltd

Mr Gobbo called the following witnesses:

- Mr N de la Coeur, architect;
- Mr A Biacsi, town planner of Contour Consultants and;
- Mr S Hunt, traffic engineer of Cardno Grogan Richards.

The evidence of Mr C Goss and Mr J Talacko was accepted by the other parties, hence they were not called.

For Responsible Authority	Mr P Connor, barrister instructed by Stonnington City Council					
For Respondents	Mr F Taraborrelli					
INFORMATION						
Land Description	Two lots on one title located on the west side of Claremont Street about 50m south of Melbourne High School and 300m north of Toorak Road. It is in a precinct known as Forrest Hill situated between South Yarra train station and railway, Toorak Road and Chapel Street.					
	12.19m frontage to Claremont Street and rear abuttal to 3 metre wide laneway, length of about 40 metres and a total site area of 487sqm.					
	The site currently contains a single storey brick building setback about 6 metres from Claremont Street, with a concreted parking area in this setback area.					
	Claremont Street contains a mix of building heights, styles and land uses and is a one way street (northbound).					
Description of Proposal	Construction of a 15 storey building with one semi-basement level containing 74 residential apartments, car spaces in stackers, motorcycle and bicycle parking.					
	The total height of the building is approximately 50 metres above ground level.					
	Vehicular traffic will enter via Claremont Street and exit via the rear laneway.					
Nature of Application	Section 79 Planning and Environment Act 1987					
Zone and Overlays	Mixed Use Zone (MUZ)[1]					
	Design and Development Overlay Schedule 8 – Forrest Hill Precinct (DDO8)					
	Land Subject to Inundation Overlay (LSIO)					
	Environmental Audit Overlay					
Reason(s)	Cl 32.04-5 To construct two or more dwellings on a lot in MUZ					
Permit Required	Cl 43.02-2 To construct a building or carry out works in DDO8					
	Cl 44.04-1 To construct a building or carry out works in LSIO Cl 52.06-1 To reduce the standard car parking requirement of 2 spaces per dwelling					
Preliminary Matter	The applicant sought leave to substitute amended plans					

at the start of the hearing, which was not opposed and so we granted leave.

## REASONS

### Nature of Application

- 1. This is an application to review the failure by Stonnington City Council ('the Council') to grant a permit within the prescribed time for a 15 storey residential apartment building at 43-45 Claremont Street, South Yarra.
- 2. The original planning application was received by the Council on 31 October 2008 for a 12 storey building of about 41 metres in height containing 66 residential apartments and three levels of basement car parking. The application was advertised in December 2008 and five objectors, including VicRoads, raised concerns about the height, car parking, traffic and general appropriateness of various aspects of the proposal. The Council delegate then decided in May 2009 it would have refused the proposal because:
- a. It did not comply with the Forrest Hill Precinct local planning policy and the Forrest Hill Structure Plan;
- b. It was an overdevelopment of the site;
- c. The form and siting of the development was not respectful of the preferred future character for Forrest Hill; and
- d. The development provides a very poor standard of internal amenity.
- The planning controls changed prior to this hearing and DDO8 now provides for the construction of buildings to 50 metres in height (amongst other matters). Hence amended plans were prepared to change the proposal to a 15 storey building reaching 50 metres in height containing a greater number of apartments (amongst other changes).
- 4. Based on the substituted amended plans, Mr Connor advised us that Council is no longer pursuing ground (d) with any vigour. We note VicRoads withdrew its objection in August 2009 as the proposed 29 car spaces (at that time, which is now significantly less in the substituted amended plans) would not have a significant adverse affect on the operational safety and efficiency of the road system.
- 5. In addition to the Council's grounds of refusal, Mr Taraborrelli and Ms Georgiou lodged statements of grounds expressing concern about the impact upon the future development potential of surrounding properties, the suitability of the rear laneway for vehicular access, the height of the development, the inadequate car parking and the potential to exacerbate existing traffic congestion in the precinct.

### **Reasons for Decision**

#### Overview

- 6. Forrest Hill precinct sits within the Prahran/South Yarra Principal Activity Centre ('PAC'), which is one of the second-highest level activity centres in Victoria, sitting just below the central city area of Melbourne. The Municipal Strategic Statement in the Planning Scheme directs large-scale uses into this PAC, which includes Forrest Hill. The Council actively supports higher density development in the Forrest Hill precinct and it supports a low level of car parking provision, given its close proximity to public transport, other infrastructure and services.
- 7. A low level of car parking means there will be minimal traffic impacts on the surrounding street network and, given the support of Council and VicRoads on these aspects of the proposal, we do not share Ms Georgiou's concerns.
- 8. The Council's key concern with this proposal is the suitability of such a small, narrow site for such a tall building. Mr Taraborrelli shared this concern, but with a particular emphasis on the impact of the proposed building upon the development potential of his property at the rear of this site in Yarra Street. Mr Connor described this case as an

"important application for review" because it is the first small site within the Forrest Hill precinct that has come before the Tribunal. He submitted that the site's 12-metre width is a substantial constraint to achieving the preferred future character for Forrest Hill.

9. Having considered the submissions and evidence, we are of the opinion the proposed building does appropriately contribute to the preferred future character for Forrest Hill. We are satisfied it will not prejudice the development potential of surrounding sites and may, indeed, be the first of a series of small towers that add to the emerging eclectic mix of new buildings in Claremont Street. We will now explain the reasons why we have formed this view.

## Forrest Hill Precinct

10. This precinct has been recognised for its potential to contribute to the State and local planning policies about urban consolidation and sustainable development that takes full advantage of existing infrastructure and services. The policies and controls affecting this precinct have been reviewed and refined over many decades, with the most recent strategy coming into effect by way of Amendment C58 in June this year. This forward planning includes the Forrest Hill Precinct local planning policy ('the FHP policy') at cl 22.17 and DDO8.

## The Local Policy & DDO8

- 11. The FHP policy is based upon the Forrest Hill Structure Plan 2005 (a reference document in the Planning Scheme). Mr Connor placed emphasis upon the content and illustrations of the Structure Plan in explaining the Council's concerns, but we have not given this document much weight in our considerations of the planning merits of this case. The reasons why are twofold:
  - 11.1 Firstly, it is a reference document in the Planning Scheme, which means it provides background information only and does not carry the same weight as the Planning Scheme provisions or a document that is incorporated into the Planning Scheme[2] and;
  - 11.2 Secondly, cl 21.06 of the MSS states that all relevant material from this structure plan (amongst others) has been included in the Planning Scheme, so the structure plan should be used for "background research only".
- 12. The FHP policy includes many objectives about supporting intensive development that is innovative and achieves design excellence. Having regard to the particular concerns of the Council and Mr Taraborrelli with this proposal, the pertinent objectives of this policy are:
  - 12.1 To ensure new development contributes to a high quality, safe and distinctive public realm with an emphasis on walkability, active street frontages, sunlight access, create of new public and private spaces, a new east west link and enhanced access to the rail and tram network.
  - 12.2 To encourage site amalgamation and intensive development on large sites, while ensuring the design of buildings achieve a fine grain rhythm at street level.
- 13. The policy seeks an urban structure and character that has:
  - 13.1 A hard street edge with a podium scale of about 12 metres;
  - 13.2 A new character based on a built form typology of podiums being to the street edge with tower elements set back to maintain sunlight access and sky views;
  - 13.3 An encouragement of mid-rise buildings along Claremont Street; and
  - 13.4 Building facades that avoid extensive expanses of blank glass or solid wall.
- 14. DDO8 contains similar general design objectives such as:
  - 14.1 To avoid unreasonable visual bulk of new development when viewed from surrounding areas by ensuring appropriate scale, form and articulation.

- 14.2 To encourage site amalgamation and intensive development on large sites, while ensuring the design of buildings achieve a fine grain rhythm at street level.
- 14.3 To reduce wind turbulence at ground or podium level through using stepped building forms and articulation of the building mass.
- 14.4 To incorporate a continuous street wall that will create enclosure, preserve sunlight penetration to the street and avoid loss of sky views.
- 14.5 To provide tall, slender building forms rather than bulky, monolithic buildings in order to minimise visual bulk.
- 15. DDO8 also contains specific preferred character outcomes for each precinct of Forrest Hill including Claremont Street, together with Design Objectives and Design Standards for each precinct.

### The Proposal

- 16. The proposed building has a podium that is essentially built to all boundaries with a height of 12.25 metres to Claremont Street and 14.86 metres to the rear laneway. The level at the top of the podium contains two apartments and a planter box facing Claremont Street and three apartments with reasonably large balconies facing the rear laneway. Above the podium:
  - 16.1 Each level of the building features three apartments facing Claremont Street (east) and three apartments facing the rear laneway (west);
  - 16.2 The front wall and balcony of each apartment is angled to capture northern daylight/sunlight, to provide privacy between each balcony, and to provide articulation to the building facades;
  - 16.3 The upper levels of the east facing apartments are set back between 3.7 and6.6 metres from Claremont Street with the balconies set back between 2 and 4.8 metres; and
  - 16.4 The upper levels of the west facing apartments are set back between 4.6 and 6.5 metres from the rear laneway with the balconies set back between 2 and 4.7 metres.

## The Council's Position

- 17. The Council is satisfied that:
  - 17.1 The nominated preferred character sought for Claremont Street in DDO8 is met by this proposal;
  - 17.2 The Claremont Street design standards for a street wall parapet, a preferred building height of 50 metres and an active ground level frontage are met by this proposal; and
  - 17.3 The first two Claremont Street design objectives are met.
- 18. However, the Council considers the remaining two design objectives about building across the full width of a lot (boundary to boundary) and encouraging well designed human scale development are not met because it is not the intention of the FHP policy or DDO8 for small lots such as this to be built across, from side boundary to side boundary. Mr Connor submitted such an outcome undermines the benefits derived from podium/tower design strategy of the policy and DDO8 by:
  - 18.1 Loss of sky views from street level as there would be no separation between towers;
  - 18.2 Overshadowing at street level;
  - 18.3 Creation of a visual building bulk; and
  - 18.4 Potential impact upon future development of surrounding properties due to the close proximity of apartments and balconies.
- 19. Mr Connor submitted this site should be amalgamated with others as the Council's

desire for site amalgamation, particularly of small sites such as this, is clearly articulated in both the FHP policy and DDO8. Whilst we acknowledge the policy and DDO8 encourage site amalgamation, there is no suggestion by either State or local government that it will assist to ensure this occurs, i.e. through site acquisition or other incentives. Further, we agree with Mr Gobbo that the planning controls do not require site amalgamation as a prerequisite to development. Mr Connor acknowledged that no development on this and other small sites would be a poor outcome[3] having regard to the clear policy intent for increased development in this precinct. Hence, we conclude that site amalgamation is not a necessity. This leaves us with the question as to whether this proposal will undermine the benefits Mr Connor says are derived from the podium/ tower design strategy.

## Loss of Sky Views from Street Level

20. We have inspected Claremont and Yarra Streets in Forrest Hill, which was informative in understanding the form of the new developments that have been constructed recently. Whilst there may be some separation between these new buildings, it is not uniform in location, or width, or height. The DDO8 building height for Yarra Street is 76 metres and the lots in Yarra and Claremont Streets are not aligned. The impact of this is demonstrated through the variations in building heights and the lack of uniformity in the separation between buildings. Hence, at street level, there is no consciousness of visual breaks between the upper levels of the buildings. Rather, the podiums are the strong visual element that unifies the streets and creates what we consider to be an evolving, attractive and interactive streetscape environment. We note sky views will remain when looking north or south along Claremont Street, but we are not persuaded sky views between buildings is an existing or necessary design feature.

### **Overshadowing at Street Level**

21. There is a specific design objective for Claremont Street about not precluding solar access to the southern footpath of Toorak Road, but this is not an issue for the northern end of Claremont Street where this site is located. There is also a general design objective of preserving sunlight penetration to the street, but we find the sunlight penetration is already disappearing with the existing new buildings, in part because there is no uniformity in the separation of buildings along Claremont and Yarra Streets. We agree with Mr Gobbo that the pedestrian environment being created in Claremont Street will be different to that of Chapel Street as, for example, the widths of the two streets are very different and the level of pedestrian traffic is also likely to be different. In our view, it is unrealistic to expect to achieve a sunlit environment along Claremont Street, and it is also unnecessary. In regard to Chapel Street, the Amendment C58 Panel did not support the desire for sunlight and shade being anything other than a design objective and we think a similar sentiment (or possibly less) also applies to Claremont Street.

### **Visual Building Bulk**

- 22. The overall height of the existing new buildings in Yarra and Claremont Streets does not create visual building bulk, and we are not persuaded the overall height of this proposed building will create visual building bulk. The reason for this is the consistent use of a street wall (podium) as part of each new building, which this proposed building would also provide.
- 23. Our inspection revealed a vast range of differences in the appearance of the street walls that currently exist in Claremont Street there are variations in height, materials and finishes. However, rather than undermining the street wall objective, this variation has created a vibrancy and activation of the street. The common use of canopies along the street frontages has also helped create a consistent 'street wall character' and provide a sense of enclosure at a pedestrian scale. Mr Gobbo opposed a permit condition requiring a canopy over the stair entry from Claremont Street, but we note the incorporation of a canopy was supported by Mr de la Coeur. We are of the view

such a feature is desirable to continue the consistency of the street wall character. There are other examples along Claremont Street of canopies over stair entryways (such as at 33 Claremont Street) and it is this stair entry element of the proposal that we would like to see a canopy over, if possible. We note the design has a building element that wraps over the stair at present, and we will leave it to the applicant and the Council to determine whether this element could incorporate a canopy or whether an alternate design solution could be used.

### Impact Upon Future Development of Surrounding Properties

- 24. Mr Connor submitted building boundary to boundary would impact upon the development potential of adjoining lots as they may need to be set back from this site in order to create appropriate separation and privacy between buildings. We do not agree with this concern because this proposal has been cleverly designed to orient all apartments to the east (over Claremont Street) and the west (over the rear laneway). There are light courts in the centre of the building that provide light and ventilation into the rear of some of the apartments, and this opportunity will remain even if buildings are built alongside this site.
- 25. Mr Connor expressed concern that buildings built boundary to boundary will create a wall of tall buildings that is not in accordance with the intent of the FHP policy or DDO8. What is sought here is an intense area of development and we are cognisant of the fact that the Amendment C58 Panel were specifically encouraging of 'design excellence' outcomes[4] with performance based objectives and design criteria (rather than prescriptive building heights and setbacks to create 'wedding cakes'). The objectives of the FHP policy and DDO8 seek innovative and site responsive design solutions. We think this design creates such a solution whilst maximising its development potential without impacting upon the development potential of adjoining properties.
- 26. Mr Taraborrelli expressed concern that balconies built to the boundary at level 4 and rear setbacks of the balconies and apartments at levels 5-14 of between 2 and 4.7 metres would limit the development potential of his property in Yarra Street because of direct overlooking.
- 27. The rear laneway is 3.3 metres wide, and this creates a combined setback between the proposed balconies and the Yarra Street properties of 5.3 to 8 metres. Consideration of the weight to be given to the issue of direct overlooking between buildings needs to have regard to the fact this is an area where intense development is expected. If Mr Taraborrelli was to design a building with balconies set back similar distances, the separation between balconies would be in the order of 7.3 to 12.7 metres [5]. Further, the separation between the apartments themselves would be even greater. We are of the view separation distances of this order will maintain a reasonable level of privacy between apartments and between the balconies of apartments. So, we are not persuaded the development potential of Mr Taraborrelli's property is detrimentally affected by this proposal.

### Traffic in the Rear Laneway

- 28. The proposal provides 18 car spaces (including 2 car share spaces), 24 scooter spaces, 74 bicycle spaces and 7 visitor bicycle spaces. The cars and scooters will enter via Claremont Street and exit via the rear laneway. Mr Taraborrelli stated the laneway has cars moving in both directions (in and out), pedestrian doors opening on to it and pedestrians walking along it. He expressed concern about the safety of using the laneway.
- 29. Mr Biacsi described the laneway as having a service function and we agree. The majority of the properties with access to the laneway currently use it for access to car parking and, as new development along the laneway increases, we envisage there will come a time when the Council will need to change the laneway to allow one way egress (exit) only[6]. Mr Hunt stated there is 0.5% or less chance of conflict at present with opportunities for

vehicles to prop, reverse or reverse back into this site if need be. We are satisfied the use of the laneway for vehicles exiting the site is appropriate and we encourage the Council to closely monitor the laneway usage to ascertain the appropriate time to change it to egress only.

## **Draft Permit Conditions**

- 30. There was a detailed discussion about the draft permit conditions and we do not intend to provide detailed findings on each condition. However, there were certain matters raised that we do wish to comment on.
- 31. Mr Gobbo submitted a wind analysis, landscape plan and parking management plan should be done prior to the commencement of any building and works above ground level. We disagree in regard to the wind analysis and landscaping as there may be design issues that require resolution and, as such, they should be completed in association with the approval of the plans of the development (condition 1).
- 32. The Council's requirement for a legal agreement for a monetary development contribution and for works to be done within Claremont Street is not compliant with s 62(5) & (6) of the Planning and Environment Act 1987 and so we have deleted it. We suggest that if Council wishes to obtain developer contributions in this precinct, it should seek to introduce a Development Contributions Plan Overlay into the Planning Scheme or to introduce a special charge scheme.
- 33. We do not support the conditions by Council and the Department of Transport for a Green Travel Plan. We note Cardno Grogan Richards submitted one with the application, but we agree with the findings of Member Keaney[7] that whilst the intent is good the conditions fail every one of the accepted tests of the validity of a permit condition being relevance, reasonableness and certainty. We are not persuaded such conditions can be enforced, particularly for a residential land use that requires no planning permission. In regard to the intent of green travel, we note the proposed development has limited car parking, it provides (unusually) scooter parking, it has ample bicycle parking and it also provides two share car spaces. When combined with the existing limited available of onstreet parking and the easy access to public transport, we find this development ticks all the right (green) boxes.
- 34. Mr Gobbo submitted the environmental audit should be required prior to the pouring of the concrete slab for the basement. However, we agree with the findings of Senior Member Rickards[8] that there remains a requirement under cl 45.03-1 of the Environmental Audit Overlay, which affects this site. This requirement requires either a certificate or statement of environmental audit before the construction or carrying out of buildings and works in association with a sensitive use (including residential use) commences. Therefore, we have altered the wording of the condition to accord with cl 45.03-1.

### Conclusion

35. We are of the opinion the proposed building appropriately contributes to the preferred future character for Claremont Street in the Forrest Hill precinct. We are satisfied it will not prejudice the development potential of surrounding sites and may, indeed, be the first of a series of small towers that add to the emerging eclectic mix of new buildings in Claremont Street. Accordingly, we have directed that a permit be issued subject to conditions.

Presiding Member	Member			
Rachel Naylor	Michael Read			

## Appendix A Terms and Conditions for Permit 0977/08

## The permit will allow:

Development of the land for a multi-storey building containing dwellings with a reduced car parking requirement in accordance with the endorsed plans.

The permit must contain the following conditions:

- Before the development starts, three (3) copies of amended plans, drawn to scale and fully dimensioned, must be submitted to and approved by the Responsible Authority. The plans must be generally in accordance with the VCAT substituted plans but modified to show:
  - (a) A schedule of building materials, finishes and colours for all external parts of the building.
  - (b) Cross sections of the central light court to show screening and ventilation generally in accordance with TP17 Rev A tabled at the VCAT hearing.
  - (c) Rainwater tanks as per the Sustainability Statement (ark resources, 6 August 2009).
  - (d) Confirmation the building is wholly contained by the title boundary.
  - (e) A canopy over the footpath adjacent to the entry stair if possible, which is at least 2.7 metres above the footpath.
  - (f) Lighting of the building entry and bicycle parking area.
  - (g) Vehicular ingress from Claremont Street only and egress to the ROW only.
  - (h) Manufacturing specifications for the car lift and car stackers.
  - (i) The vehicular crossing detailed and designed in accordance with Council's Vehicle Crossing Policy.
  - (j) Bicycle spaces, including access points and directional signage designed and dimensioned in accordance with Australian Standard 2890.1993, Bicycle Australia Standards, or to the satisfaction of the Responsible Authority.
  - (k) An entry to the fire stair from level 4 generally in accordance with the entry shown on TP07 Rev E tabled at the VCAT hearing.
  - Privacy screens to apartments 4.1, 4.2 and 4.3 generally in accordance with TP10 Rev F, TP12 Rev D, TP13 Rev B and TP14 Rev D tabled at the VCAT hearing.
  - (m) Any consequential changes required as a result of submitting documents to satisfy conditions 3, 5 and 7.
- 2. The development allowed by this permit and shown on the endorsed plans must not be amended without the written consent of the Responsible Authority.
- 3. Before the development starts, a Waste Management Plan must be submitted to and approved by the Responsible Authority. The Waste Management Plan must be generally in accordance with the Waste Management Plan prepared by Leigh Design dated 11 August 2009 as modified to accommodate the substituted plans. When approved, the plan will be endorsed and will then form part of the permit and must be complied with at all times. Waste collection from the development must be in accordance with the plan, to the satisfaction of the Responsible Authority.
- 4. The Sustainability Statement (by ark resources, dated 6 August 2009 or as later amended to the satisfaction of the Responsible Authority) shall be endorsed and form part of this permit. All details contained within the Sustainability Statement must be complied with at all times.
- 5. Before the development starts, a suitably qualified person must undertake a comprehensive wind tunnel test of the entire development, and include an assessment

on the conditions of the Roof Terrace. A Wind Climate Assessment Report must be provided for the written endorsement of the Responsible Authority. Any modifications required to the development in order to ensure acceptable wind conditions must be submitted to and approved by the Responsible Authority as part of the plans for endorsement. The design details of any wind mitigation works must receive the endorsement of the owner/applicant's wind climate experts, preferencing the use of architectural features and planting to resolve any issued identified.

- 6. Prior to the commencement of any buildings and works above ground level, a Parking Management Plan is to be submitted to the satisfaction of the Responsible Authority that must:
  - (a) Provide that all car spaces (except for the "car share" spaces) be apportioned to and used by occupiers of the building and that not more than one car parking space be assigned to any single dwelling; and
  - (b) Details of access controls such as boom gates securing access to the car park.
- 7. Before the development starts, a landscape plan to be prepared by a landscape architect or suitably qualified or experienced landscape designer, and submitted to and approved by the Responsible Authority. When approved, the landscape plan will be endorsed and will then form part of the permit. The landscape plan must be drawn to scale with dimensions and three copies must be provided. The landscape plan must be in generally in accordance with the plan prepared by CDA Design Group Pty Ltd (July 2009) but modified to show:
  - (a) Size of plants at time of planting to be included in Plant Schedule. Trees should be at least 2.5 metres tall.
  - (b) Planting densities or plant numbers to be included in Plant Schedule or on Plan.
  - (c) Information on irrigation and drainage to be included on Plan.
  - (d) Depth of roof-level planters containing trees must be at least 750mm.
  - (e) Depth of roof-level planters containing shrubs, grasses and groundcovers must be at least 450mm.
- 8. Before the construction or carrying out of buildings and works in association with the proposed residential use commences, either:
  - (a) A certificate of environmental audit must be issued for the land in accordance with Part IXD of the Environment Protection Act 1970,
  - or
  - (b) An environmental auditor appointed under the Environment Protection Act 1970 must make a statement in accordance with Part IXD of that Act that the environmental conditions of the land are suitable for the sensitive use.
- 9. Before the occupation of the building the Environmental Audit must be complied with to the satisfaction of the Responsible Authority. Written confirmation of compliance must be provided by a suitably qualified environmental professional or other suitable person acceptable to the responsible authority. In addition, sign off must be in accordance with any requirements in the Statement/Certificate conditions regarding verification of works.
- 10. Before the occupation of the building, the landscaping works as shown on the endorsed plans must be carried out and completed to the satisfaction of the Responsible Authority. Landscaping must then be maintained to the satisfaction of the Responsible Authority, including that any dead, diseased or damaged plants are to be replaced.
- 11. Before the occupation of the building, areas set aside for parked vehicles, scooters, bicycles and access lanes as shown on the endorsed plans must be:
  - (a) Constructed to the satisfaction of the Responsible Authority.

- (b) Properly formed to such levels that they can be used in accordance with the plans.
- (c) Drained and maintained to the satisfaction of the Responsible Authority.
- (d) Line marked to indicate each car space, scooter, bicycle space (where appropriate) and all access lanes to the satisfaction of the Responsible Authority.
- (e) Made available for there intended purposes at all times.
- Before the occupation of the building all redundant crossovers must be removed and reinstated with kerb, channel and footpath to the satisfaction of the Responsible Authority
- 13. All plant and equipment (including air-conditioning units) shall be located or screened so as to not to be visible from any of the surrounding footpaths and shall be baffled so as to minimise the emission of unreasonable noise to the environment in accordance with Section 48A of the Environment Protection Act 1970 to the satisfaction of the Responsible Authority. Ventilation systems must be designed and installed in accordance with relevant Australian Standards.
- 14. External lighting must be designed, baffled and located so as to prevent any adverse effect on adjoining land to the satisfaction of the Responsible Authority.
- 15. All walls on or facing an exposed boundary of the site must be cleaned and finished to the satisfaction of the Responsible Authority.
- 16. To minimise environmental problems associated with sediment run-off, any clearing or construction activity associated with development in the subject land, shall be carried out in accordance with the requirements of the Environment Protection Authority.
- 17. All wastes generated from demolition, site preparation and construction stages shall be disposed appropriately in accordance with the requirements of the Environment Protection Authority.
- 18. The level of the footpath on Claremont Street and right-of-way levels at the rear of the site must not be lowered or altered in any way for any reason.
- 19. The drainage of the site shall be to the requirements of the Responsible Authority and the discharge of water from the land affected by this permit shall be controlled around its limits to prevent any discharge onto any adjacent property or street other than by means of an underground pipe discharged to a point nominated to the satisfaction of the Responsible Authority.
- 20. All services to the subject land and buildings approved as part of this permit must be provided underground to the satisfaction of the Responsible Authority.
- 21. The grated side-entry drainage pit within the proposed crossing is to be relocated (and not simply modified) clear of the crossing.
- 22. Any poles, service pits or other structures/features on the footpath required to be relocated to facilitate the development must be done at the cost of the owner and subject to the relevant authority's consent.
- 23. Equipment, services, architectural features or structures of any kind, including telecommunication facilities, other than those shown on the endorsed plans must not be located above the roof level of the building unless otherwise agreed to in writing by the Responsible Authority.

## **Conditions required by Melbourne Water**

- 24. No polluted and / or sediment laden runoff is to be discharged directly or indirectlyinto Melbourne Water's drains or watercourses.
- 25. The entry / exit driveway of the basement car park must incorporate a flood proof apex of a minimum of 300 mm above the applicable flood level.

- 26. All doors, windows, vents and openings to the basement car park must be a minimum of 300 mm above the applicable flood level.
- 27. Any drainage system to the basement must be designed such that stormwater is unable to penetrate the basement.
- 28. Finished floor levels of the apartments must be a minimum of 600 mm above the applicable flood level.
- 29. All ground floor areas, excluding the entry / exit ramps and the substation are to be constructed with floor levels a minimum of 399 mm above the applicable floor level.
- 30. Prior to the issue of a Certificate of Occupancy, a certified survey plan, showing finished floor levels (as constructed) reduced to the Australian Height Datum, must be submitted to Melbourne Water to demonstrate that the floor levels have been constructed in accordance with Melbourne Water's requirements.
- 31. At least 7 days prior to commencement of works, a Site Management Plan detailing pollution and sediment control measures, must be submitted to Melbourne Water.
- 32. This permit will expire if one of the following circumstances applies:
  - (a) The development is not started within two years of the date of this permit.
  - (b) The development is not completed within four years of the date of this permit.

The Responsible Authority may extend the periods referred to if a request is made in writing before the permit expires or within three months afterwards.

[1] The site was zoned Business 2 when the permit application was lodged with the Council, but it was rezoned to Mixed Use as part of Amendment C58 on 25 June 2009. [2] This is explained in greater detail in the Department of Planning and Community Development's VPP Practice Note on Incorporated and Reference Documents August 2000. [3] He stated the worst outcome would be boundary to boundary construction and the second worst outcome would be no development. He suggested the best possible outcome would be separation between buildings by amalgamating lots or by a 4m setback to the north, resulting in the loss of 2 units per level from levels 4-14. [4] Refer to section 6.4.4 of Amendment C58 Panel Report [5] 5.3 to 8 metres plus 2 to 4.7 metres (being the setback of the balconies in this proposal) [6] A view expressed by both Mr Connor and Mr Hunt. [7] Refer to paragraphs 45-54 of The First Stone v Darebin CC [2009] VCAT 1308[8] Refer to Architype Australia Pty Ltd v Yarra CC [2009] VCAT 1437

## The permit should have wording similarly to the following:

Before the occupation of the building:

- a) The share car parking spaces should be clearly marked by lines on the ground and visible signage on the wall to indicate that the space is reserved for car sharing purposes. The wall signage must be a minimum of 700 mm x 700mm.
- b) Ensure that a recognised car sharing organisation has been contracted by the Applicant and ensure that it is implemented in accordance with the provisions of the Owner's Corporation Act.
- c) Before the responsible authority issues a compliance certificate the Applicant has obtained a certificate from greensharecar<sup>™</sup> to certify that the applicant and/or the owners' corporation have entered into an agreement to supply the two share cars.
- d) Ensure that the applicant (the owner/developer) enters into an agreement with the council (section 173 or similar) to do the following:
  - i) Ensure that the special rules of the owners' corporation contain a condition that the car sharing car spaces provided in the building will only be used for parking share cars which are managed by a recognised car sharing organisation.
  - ii) Ensure that the car sharing service is active with a recognised car sharing organisation, and vehicles are made available to the occupants of the building.
  - iii) Ensure that all occupants of the building are made aware of the car sharing facility, and provide the name of the car sharing organisation to each occupant so to enable those occupants who wish to use the car sharing facility to apply to become members of the car sharing organisation, and once approved receive a SmartCard or similar to access the online reservation website of the appointed car sharing organisation to enable building occupiers to use the share cars.
  - iv) Provide to each occupant of the building with car sharing driving credits equal to \$2,200 (GST inclusive) or \*150 hours of driving credits for each occupant before the certificate of compliance is issued by the council. The said driving credits are to be prepaid to the appointed car sharing organisation and held in a governmentapproved trust account and applied as building occupiers join as members of the car sharing organisation. If credits are not used by individual occupiers within 24 months from the date the plan of subdivision is approved all unused credits held in trust can be withdrawn by the owners' corporation to use to fund the car sharing facility or provide to all registered members of the car sharing facility equal driving credits.
  - v) Ensure that the owners' corporation proposed budget makes allowances for the share car facility in accordance with commercial rates obtained from a recognised car sharing organisation specialising in the supply of share cars to the owners' corporation industry.
- e) The applicant will not be issued a statement of compliance by the responsible authority until the applicant has complied with these conditions

150 hours of driving credits at today's rates would equate to approx \$2,200 GST inclusive per annum based at peak driving times \$14.66 per hour and off peak driving as low as \$7.10 per hour. The purpose of the driving credits is to encourage use of the share cars quickly as occupiers move in the building, so that personal car ownership is reduced. Unless similar conditions as above are applied by VCAT or at council level, the share car facility will become a means whereby developers will negotiate a reduction in car parking requirements, and give no guarantee that an active car sharing facility will operate within the building in the future.

If councils are serious about implementing share cars into developments, councils will need to treat greensharecar<sup>™</sup> as if it were another authority supplier such as AGL who supplies power to the development, or Telstra who ensures that telephone cabling is installed on the development. Having done this, the council must then ensure that the following conditions are included in the Town Planning Permit.

In the case of Icon Developments Australia Pty Ltd v Stonnington CC [2009] VCAT 2574 (2 December 2009), the developer has potentially saved 58 car spaces at a saving of approx \$1,889,364, and has gained additional apartments due to area savings by not providing the 58 car spaces. Each car space is approx 2.6 x 4.9m = 12.74sq m, plus allowance for access area required to park the car ( $2.6 \times 3.15 = 8.19m$ ), giving a total of 20.93sq m which, when multiplied by the 58 car spaces, shows that there has been a reduction equalling approx 1,213sq m - which can be used to create apartment space.

Chapter 9

The reduction in car parking requirements saves the developer substantial amounts of money,

## Table 7.4\* – 80% car parking reduction

Item	Number Of Apartments	50	100	150	200	250	300	350	400	450	500
1	Car parking normally required	50	100	150	200	250	300	350	400	450	500
2	One car park measures approx 2.6 x 4.9 = 12.74 sq m. Plus access space required to park the car 2.6 x 3.15 = 8.19 sq m Total 20.93 sq m	20.93	20.93	20.93	20.93	20.93	20.93	20.93	20.93	20.93	20.93
3	Construction cost of 1 car space (multi-level car parking)	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
4	Additional area gained gains by converting car parking space into usable living space (sq m)	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
5	Land component value per sq m	750	750	750	750	750	750	750	750	750	750
6	Total land value component 1 car space calculated at the rate sq m	15,698	15,698	15,698	15,698	15,698	15,698	15,698	15,698	15,698	15,698
7	Land component value of 1 car space calculated at a conservative value of \$500 per sqm	500	500	500	500	500	500	500	500	500	500
8	Visitor car parking required in the past ratio 1/12	4	8	13	17	21	25	29	33	38	42
9	Share cars required ratio 1/50 as at 2010. Future developments see Table A	1	2	3	4	5	6	7	8	9	10
10	% in reduction of car parking spaces	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
11	Car parking spaces no longer required to be built by developer due to introduction of greensharecar®	40	80	120	160	200	240	280	320	360	400
12	Area in sq m gained by developer by not providing the car parking spaces	837	1,674	2,512	3,349	4,186	5,023	5,860	6,698	7,535	8,372
13	Additional apartments at say an average 65sq m each	13	26	39	52	64	77	90	103	116	129
14	Developer's savings due to parking off sets "Item 3" ('000)	1,000	2,000	3,000	4,000	5,000	6,000	7,000	8,000	9,000	10,000
15	Developer's additional profit based on area gained from car parking offsets "items 4 & 5" ('000)	629	1,257	1,885	2,513	3,141	3,768	4,396	5,024	5,652	6,280
16	Developer's total additional profit due to parking offsets ('000)	1,629	3,257	4,885	6,513	8,141	9,768	11,396	13,024	14,652	16.280
ltem	Number Of Apartments	50	100	150	200	250	300	350	400	450	500
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1	Car parking normally required	50	100	150	200	250	300	350	400	450	500
2	One car park measures approx 2.6 x 4.9 = 12.74 sqm	20.93	20.93	20.93	20.93	20.93	20.93	20.93	20.93	20.93	20.93
3	Construction cost of 1 car space (multi-level car parking)	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
4	Developer's additional profit gained by converting car parking space into usable living space per sqm	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
5	Land component value per sq m	750	750	750	750	750	750	750	750	750	750
6	Total land value component 1 car space calculated at the rate sqm	15,698	15,698	15,698	15,698	15,698	15,698	15,698	15,698	15,698	15,698
7	Land component value of 1 car space calculated at a conservative value \$500 m2	500	500	500	500	500	500	500	500	500	500
8	Visitor car parking required In The past ratio 1/12	4	8	13	17	21	25	29	33	38	42
9	Share 1/50 as at 2010 future developments. See Table A	1	2	3	4	5	6	7	8	9	10
10	% In reduction of car parking spaces	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
11	Car parking spaces no longer required to be built by developer due to introduction of greensharecar®	25	50	75	100	125	150	175	200	225	250
12	Area in sq m gained by developer by not providing the car parking spaces	523	1,047	1,570	2,093	2,616	3,140	3,663	4,186	4,709	5,233
13	Additional apartments at an average say of 65sq m each	8	16	24	32	40	48	56	64	72	81
14	Developer's savings due to parking offsets "Item 3" ('000)	625	1,250	1,875	2,500	3,125	3,750	4,375	5,000	5,625	6,250
15	Developer's additional profit based on area gained from car parking offsets "items 4 & 5" ('000)	393	786	1,178	1,570	1,963	2,356	2,748	3,141	3,533	3,925
16	Developer's total additional profit due to parking off sets ('000)	1,018	2,036	3,053	4,071	5,088	6,106	7,123	8,141	9,158	10,175



Councils are at the forefront of the planning process. The council planning team should take a lead in promoting and explaining the practicalities of share cars to developers, and in securing planning permits which support share car schemes, as well as working in conjunction with the transport planning team developing a wider scheme for the town or city.

The local authority will also manage the on-going relationship with greensharecar<sup>™</sup>. Councils should support greensharecar<sup>™</sup> with street parking allocations that service greensharecar<sup>™</sup> members who do not reside in high density buildings.

The developer will take responsibility for delivering the share car scheme, as detailed in the Sect 173 agreement, by issuing purchasers with driving credits,

greensharecar<sup>™</sup> takes on the responsibility and risk of delivering the GreenShareCar service, the leasing of vehicles, car management and ongoing marketing of the scheme. greensharecar<sup>™</sup> will provide, upon request, training sessions to planners if requested by councils to train council staff about car sharing and how it works.

### Share Cars and Housing Association Properties

greensharecar<sup>™</sup> works well in housing association properties with residents who are on tight budgets and struggle to support direct car ownership, or where the units are mixed with private residences.

## Consultation and Membership for the Wider Community

It is important for new developments with limited parking to have restricted parking zones in the surrounding area to avoid new residents of the development parking in neighbouring streets. A good consultation exercise - such as explaining how the negative effects of increased traffic and pollution will be mitigated - will sell the benefits of greensharecar<sup>™</sup> to the local residents. This is doubly so if the GreenShareCar is part of a wider travel plan with improvements in local buses and cycle routes for example.

A further benefit for local residents is if the GreenShareCar is open to wider membership. The developer will need to work with the greensharecar<sup>™</sup> operator to ensure general accessibility to the GreenShareCar vehicles for local residents without compromising the security of the development – this can mean gates opened with similar smart cards, moving the cars in front of security gates or providing on-street spaces for the GreenShareCar.

## Existing High Density Buildings

Existing high density buildings have been slow to take up car sharing because of the nature of the management and member committees. They are often slow to act on changes and have not had the car sharing concept properly explained to them. There is the added difficulty of incorporating the share car facility into the building because special rules of the owners' corporation cannot be changed unless 100% of members agree to change them. However as more and more people discover the car share benefits, strata owners and their committees will investigate the benefits for their building. Share cars can only be implemented into these buildings with the consent of all the strata owners, and alterations to the strata plan can only be passed at the annual general meeting.

### Policy Making For Councils

#### 1. Things to consider

Current government policy is aiming to ensure that all new developments have reduced parking provision for residents, and travel plans to encourage increased use of public transport, walking and cycling. To achieve these aims, greater onus is being placed on the developer to put measures in place from the outset. Any new Planning Policy Statement in respect to share cars should emphasise the government's new housing objectives where building is sustainable, is in mixed communities, and makes efficient use of land.

"Re-thinking car use can help to promote essential mobility, whilst simultaneously reducing dependence upon the private car as the default journey option. As part of an integrated package of complementary measures, car management strategies can help to considerably reduce the environmental, financial, and health costs of private motoring. Car management schemes such as share cars and organised car share schemes can be designed into related policy and planning and facilitated by local authorities. They can be integrated into broader sustainable transport planning, as well as complementing other policies such as workplace travel planning and granting permissions on new residential developments".

## 2. Share cars in local development frameworks

Share cars help increase densities of developments by reducing the need for parking and reducing the traffic impact. Offering residents an attractive, convenient alternative to private car ownership encourages more use of public transport, walking or cycling. This in turn increases the viability of public transport schemes. Share cars reduce the need for parking at employers' sites. If GreenShareCar vehicles are available for business trips from the office, staff no longer needs to drive their own cars to and from work.

# 3. Share cars unlocking potential of complementary transport in a workplace travel plan

"... but I need to drive to work: I need my car for my job" This is a common statement in workplace travel plan surveys. Most of those who use an excuse to justify driving to work do not use their car for work every day. If a pool car was made available for work purposes, then this statement of justification becomes invalid. This provides a strong lever in the implementation of the travel plan, especially for the measures proposed for commuting. Whereas most travel plans rely on voluntary take-up by employees, the removal of the need to use private cars for work purposes unlocks the potential of the other transport options for commuting to work. It also allows the employers to readdress the issues of the real costs of workplace parking. Many employers have done away with car pools, often due to issues of cost.

In the new agenda of travel planning, a workplace car pool which doubles as a GreenShareCar could be a popular and viable way forward. It can work like a traditional car pool, but with vehicles made available to the employees (or even local residents) for private use at evenings and weekends, provide a new income stream. Alternatively, an employer could retain exclusive use of a GreenShareCar at the workplace in order to access the cars for a works pool. greensharecar<sup>™</sup> is ideal for this purpose, and other businesses have become corporate members.

#### 4. Travel plans

In most residential travel plan, a GreenShareCar is likely to be a key component and an important corollary to parking restraint. The basic idea of a GreenShareCar is that people can have access to a car in their neighbourhood without having to buy or maintain their own vehicle. Residents typically pay just a onetime joining fee (currently \$55 GST inclusive) and no annual membership or annual insurance fees. greensharecar<sup>™</sup> provides and maintains a range of vehicles in the immediate area. Members then pay by the hour when they use a vehicle. Bookings can be made at very short notice. The combined costs of membership and use are intended to be cheaper than personal car ownership for drivers who do not have a high kilometre rate. It encourages people to choose alternative forms of transport more often. In this way share cars can make it feasible for households to forego a second car, if not a first one.

Research has shown that greensharecar<sup>™</sup> members who give up a car are likely to reduce their car expenses by around 60-70%. The average change in kilometre for all greensharecar<sup>™</sup> users is a reduction of 33%. This takes into account those joining greensharecar<sup>™</sup> who did not previously own a car and those who use the car or have access to a second car.

## 5. Property developers to subsidise car sharing

Developers should be required, as part of a section 173, to 'use all reasonable endeavour to establish the GreenShareCar. This may entail pump-priming the scheme with initial driving credits provided to purchasers and maintaining it for a period of time. Due to parking offsets and a reduction in construction costs, developers can well afford to provide these driving credits. Other steps that can be taken to facilitate the process include:

- Providing dedicated greensharecar<sup>™</sup> parking spaces distributed across the site – more spaces will be required as greensharecar<sup>™</sup> membership grows
- The inclusion of greensharecar<sup>™</sup> membership in the wider promotional package offered to householders
- The minimum size of development to support a stand-alone, viable greensharecar<sup>™</sup> is 50 units. greensharecar<sup>™</sup> could be considered for a smaller development if it could be integrated into the wider neighbourhood so that it served other residents and businesses.



# Good Practice – Kick-Starting a Share Car Service

## Case Study 1

In the London Borough of Merton a city share car is to be established as part of a new residential development at Wimbledon. A share car company has been invited to move into a business unit on the site, and to run the share car scheme there. The developer has agreed, through the Section 106, to procure the car sharing company and identify suitable accommodation for it within the site. The developer will also provide funding for every household to have a free one year's membership of the share car and an induction session where they find out how the scheme works. Under the agreement, the developer's financial liability for establishing the scheme cannot exceed £95,000.

### Case Study 2

At Poole Quarter in Poole, Dorset, developer Crest Nicholson is committed to establishing a share car scheme through a Section 106 agreement, and there are plans to grow the scheme as occupation of the new development expands. The agreement specifies that the share car company will have two cars when 20 units are occupied; three cars at 150; four cars at 300; and five cars at 450. Though the cost required to initiate the scheme is openended - meaning that the share car must be provided at whatever cost is necessary - a sum of £35,000 has been budgeted within the travel plan for setting up the service. The site layout provides space for

up to five dedicated parking spaces for the shared vehicles, and the demand for further parking provision will be closely monitored.

### Case Study 3

The Grand Union Village development in West London will have its own dedicated share car with establishment and operation costs subsidised for the first five years by the developer up to £100,000. The scheme must be in place when 133 dwellings are occupied and will include subsidised membership for the first 300 residents. Cars will be parked in reserved bays and bookings will be possible weeks or minutes in advance with users billed monthly for use. If the scheme ceases or is not established during the first five years from the commencement of development, the Section106 specifies that unused contributions can be diverted through the council to other schemes designed to reduce the number of journeys made to and from the development. In addition, residents will be able to access the West London car share website.

## Other services to support sustainable travel choices

A number of other services may be helpful in supporting sustainable travel. For example:

#### **Parking restraint**

Parking standards are likely to be a critical

factor in the success of the travel plan in achieving low car use. Where there are more generous parking allowances it is likely to be more difficult to make the greensharecar<sup>™</sup> and public transport self-sustaining in the long term. Other forms of parking restraint – such as scarcity of parking at employment destinations and in the CBD - can also be expected to influence the success of the plan in reducing car trips.

In general, local authority decisions on how much parking to allow at specific developments are taken in the light of accessibility to public transport. Councils have the power to place any conditions onto planning permits to implement the car sharing scheme as set out in these guidelines. A benefit of a lower parking allowance is that it can free-up space for other development on the site. It can also help to encourage lower levels of car use by providing a disincentive to having a car, especially if this is a second car.

There is a good rationale for this: on average, people in households with two or more cars travel more than 40% further each year than people in households with one car.

The intention is not to restrain access to a car: this can be provided through greensharecar<sup>™</sup>. In fact the greensharecar<sup>™</sup> will increase access to a car for those households that do not have personal ownership of a vehicle.

The need to use a car will be greatly reduced by complementary schemes to deliver much improved sustainable transport for the area as a whole, for example: having the availability of high quality public transport services together with an implementation of travel plans by employers.

The design of residential developments will influence travel patterns far into the future, and has to take account of long term considerations for sustainability such as Australia's commitment to combat climate change by reducing greenhouse gas emissions.

#### Parking Management of the Future

Good practice for councils should be to allow owners of more environment-friendly vehicles to pay half the rate for parking in council controlled parking bays. Parking revenue will be ring-fenced for sustainable transport measures. Councils will need to implement Smart Card meters to manage such a scheme.

#### Sales & Inducements In New Residential High Density Developments

As part of the normal sales and marketing process for the new development - and with special training for sales staff - residents can be made aware of the travel arrangements and the access options serving the site from the outset. Good access by public transport, attractive walking and cycling facilities and measures to reduce the adverse effects of traffic are all positive features to be highlighted (for example, in the sales' literature) to potential residents.

In addition, it is important that potential residents are made aware of the transport characteristics of the development from the outset. This ensures that misunderstandings do not arise later. For example, informing residents of the timetables of train, tram and bus routes which pass through the site, as well as parking restrictions, early in the purchasing process should help guard against these issues becoming a controversial subject once people move onto the site. An exclusive low emission share car, within the development, with prepaid driving credits by the developer will cut car ownership resulting in less pollution.

#### Welcome Packs in New Residential High Density Developments

We are entering a new phase where apartment purchasers are looking for value-added amenities in the building. Developer funding will be used by those developers who want to take the lead in providing substantial financial incentives for sustainable travel as part of a residents' welcome pack. Such incentives are likely to play a critical role in influencing travel habits. For each household, the welcome pack might include:

- Free/discounted use of public transport

   e.g. a voucher to provide free train and tram or bus travel for a year for a number of people within each household;
- Free/discounted use of the GreenShareCar – e.g. a voucher to provide free membership for up to two

adults per household for the first year;

- A free/discounted bicycle or bicycle equipment – e.g. a voucher to provide this for a number of people within each household;
- 4) An offer of a visit from a personal travel adviser who can help provide information about sustainable travel that is specifically geared to the journey needs of the household. This service should be provided by the local councils from revenue received from property developers - usually 5% of the land value.
- Walking and cycling maps showing local walking and cycling routes in relation to all local facilities such as sports centres, cinemas, pubs, health centres, shopping and routes out into nearby countryside;
- 5) Site-specific public transport information explaining what public transport options are available and the times they run; and
- Information about the travel plan and any other services provided to support sustainable travel, such as home shopping delivery, local taxi service etc.

#### Case Studies in the UK

1) "Iconica", Ealing - Barratt,

Barratt's development, "Iconica" - in Ealing, West London - has 131 apartments but only 30 car parking spaces, therefore requiring Barratt to include three share cars exclusively for the use of "Iconica" residents. This has been operational since early 2005.

2) "Viridian", Battersea – Barratt

The success of the share car at "Iconica" led Barratt to include share cars in its new "Viridian" development in Battersea. This is subject to a Section 106 agreement.

 "The Grove", Stanmore, West London -Crest Nicholson

The planning appeal decision required Crest Nicholson to include a share car for the residents of the development. Two share cars will be available exclusively for the residents of "The Grove" in Stanmore, West London.

4) "Skyline Plaza", Basingstoke - Berkeley Homes The "Skyline Plaza" development at Alencon Link, Basingstoke comprises 375 units with limited parking of 219 spaces. The Section 106 agreement required Berkeley Homes to provide a share car for residents. The share car organisation will provide up to five share cars to be situated within the development. One share car was implemented when the first residents moved into the development and the additional share cars were added as demand increased. The first residents moved in early spring 2008.

5) "Burford Wharf", Stratford - Dominion

Share cars are now available outside Dominion's "Burford Wharf" development in Stratford, East London, on the Olympic regeneration site. Two share cars will be available to everyone, not just the residents of "Burford Wharf". To promote the scheme, the share car organisation and Dominium are offering "Burford Wharf" residents five hours of free drive time each month for the first year. It was Dominion's idea to establish the share car scheme. They got the local authority to enforce the concept and agreed to put the car share scheme into the Section 106 agreement. "Burford Wharf" offers a mix of residential and live/work apartments. The first residents moved in late in 2006.

6) "The Croft", York - Bellway Homes

This is a large development right in the heart of the City of York with limited parking space and lots of one and two bed apartments. A three-car bay has been included in the plan and went live with two share cars. The share car organisation created integrated marketing materials for Bellway Homes, promoted the share car scheme to potential purchasers, and gave free smart cards, insurance deposits and drive time as an opening offer.

7) "Gateway", Leeds - Scotfield Ltd

Providing 74,765sq m of development with 640 apartments, a 215-bed hotel, 2335sq m offices, and 1400sq m of mixed commercial space, with on site parking for 500 vehicles. Two share cars are parked at the front concourse of

### THE DEVELOPMENT...

Renaissance in full flow - "Royal Arsenal Riverside" today

Royal Arsenal Riverside in Woolwich, SE18 embraces both the refurbishment of Grade I and II listed historic buildings and bold new modern architecture.

The scope of this vast residential enclave is breathtaking:

- Proposed crossrail station at Royal Arsenal Riverside linking directly with Heathrow Airport
- 24 hour concierge
- Residents' gym
- Streetcar share club
- Young's pub and dining
- Firepower and The Museum Café & Bistro
- Forthcoming Holiday Inn Express hotel
- Forthcoming Tesco Express
- Additional offices, shops and parks
- Over 1,700 homes already exist at Royal Arsenal Riverside, with an additional 3,700 new homes planned

Given the value of the Grade I and II listed buildings to the nation, meticulous efforts have gone into their restoration. Wherever possible, original materials were used, from sash windows to cast-iron columns. War damaged bricks were matched and covered in soot to replicate the original. Current and future phases comprise contemporary architecture, sympathetic to the existing surroundings.

Every last detail has been painstakingly thought through



the building for use by all residents and businesses in the vicinity.

8) Streetcar – at various locations across London

Goldcrest Homes has commissioned Streetcar at several locations across London. Goldcrest funded an exclusive marketing package for its residents, to encourage them to use the vehicle, which removed the need to provide any subsidy to Streetcar. The green share car operated operating in this development grew at the fastest rate Streetcar has seen, as residents embraced the tailored incentives with open arms. Goldcrest choose to work with Streetcar, as any money invested in the share car is used as incentive for residents to use the scheme.

"Streetcar does not ask for any subsidies or fees; all of what Goldcrest spends is passed on to our clients, giving Goldcrest maximum marketing value for each pound spent," said Stephen Pepper, Marketing Director Goldcrest.

"Servite" - a 22-unit development in Putney, South London has two allocated spaces that have been taken up by Streetcar. Residents are given two hours free when they become a member. The scheme in Putney had proved so popular among residents that "Servite" will be providing access to Streetcar at all future developments - either directly on site or through an existing Streetcar location nearby. Under the planned expansion, Streetcars will be introduced to new developments in Southfields, Streatham, Wandsworth and Hackney, as well as many others currently in the planning stages.

Berkeley Group incorporates Streetcar on sites across London from Woolwich in the East, to their prestigious W3 development – "Royal Arsenal Riverside" in Acton, West London.

Why not see what they have to say about the service at www.royalarsenal.co.uk/

9) "Poole Quarter", Poole, Dorset – Crest Nicholson

At "Poole Quarter" in Poole, Dorset, developer Crest Nicholson is committed to establishing a share car, through a

Section 106 agreement, to mitigate the problems of parking in an area with a high number of tourist visitors. The agreement specifies that the club membership is subsidised through the use of travel vouchers, which can also be redeemed against purchasing a bicycle or a season travel ticket. Though the cost required to initiate the scheme is open ended – meaning that the share car must be provided at whatever cost is necessary. A sum of £35,000 has been budgeted within the travel plan for setting up the service. The site layout provides space for up to five dedicated parking spaces for share cars, and the demand for further parking provision will be closely monitored.

10) "Ashley Down", Bristol – Charles Church

This Charles Church development has over 400 apartments and houses. Some of the housing has 1:1 parking, most of the apartment blocks are car free. The first share car went on-site in November 2004. This car, subsidised by the developer, has been used by the sales team for demonstrating the share car service. The share car is promoted as an alternative to paying for parking, and also to reassure prospective buyers of the apartments that their motoring needs can be met. A special offer to residents provides a number of 1-year free memberships. There are now two cars on site, funded through the Section 106, with a third planned late 2007. The car sharing organisation will fund additional cars when determined by demand.

11) "Grand Union Village", Ealing – Taylor Woodrow

In the London borough of Ealing, "Grand Union Village" is a large residential development of 750 houses and apartments by developer Taylor Woodrow. The Section 106 agreement stated that there would be a share car with the establishment, and operation costs (up to £100,000) would be subsidised, by the developer for the first five years. The scheme had to be in place by the time 133 dwellings were occupied, and included subsidised membership for the first 300 residents. There is some housing with less than 1:1 parking. First discussions with the developers about the share car took place in 2001. The contract was signed in December 2004 and the first car was placed on-site in April 2005.

There are proposals for seven cars to be phased in as the development becomes occupied. The partnership between the sales team and the share car organisation has been crucial. Welcome packs have been designed, the sales team were briefed on the share car, and residents' promotional events were undertaken. Marketing and training is funded by Taylor Woodrow and was part of the contract signed between the share car organisation and the developer. There were more than 100 members as of September 2007, despite its suburban location.

12) "Grosvenor Waterside", Westminster - St James Homes

In the London borough of Westminster, this is the first low car development with a share car service. The share car organisation's proposal was essential in allowing planning permission for the low parking standard. Given the prestigious nature of the development and its riverside location, the share car organisation has recently added hybrid cars which have proved very popular with the residents in "Grosvenor Waterside" and the surrounding neighbourhood as well as being congestion charge exempt.

13) Development on Preston Road, Brighton - Southern Housing Group

Two share cars now serve the new development, and these are located, on-street immediately outside the site. Nearly half of all the new residents in this 50-unit development are members of the Brighton share car organisation. The cars have one of the highest utilisation rates of any of the share car company in the Brighton network. The second car was added in 2007 to cater for the growing demand and serve another nearby development. The area has no controlled parking despite considerable parking pressure. 14) Development at Plough Lane, Wimbledon – David Wilson Homes

In the London borough of Merton a share car is to be established as part of a new residential development at Plough Lane, Wimbledon. A local car hire company has been invited to move into a business unit on the site, and to run the share car. The developer, David Wilson Homes, agreed - through the Section 106 - to procure the share car scheme and identify suitable accommodation for it within the site. The developer will also provide funding for every household to have a free year's membership of the share car and also be offered an induction session where they find out how the scheme works. Under the agreement, the developer's financial liability for establishing the scheme cannot exceed £95,000.

- 15) "BedZED", Sutton Peabody Trust
- "BedZED" in the London borough of Sutton hosts the longest established share car serving a new development. It started operations in May 2002. The share car was one of the planning conditions for the development with an 80% parking provision. The share car organisation now has three cars serving the development and in regular use by residents and on-site businesses. Despite the suburban location and relatively limited access to public transport (Hackbridge Station is a ten minute walk from "BedZED") the share car scheme has been a great success and there is no parking pressure on-site. A recent evaluation of the carbon footprint of the development determined that the share car has been one of the most significant factors in reducing residents' environmental impact.

#### **New Housing Estates**

Based on the success of similar type developments in the UK, VicUrban should immediately implement share cars into their land developments. This success is attributed to the use of face-to-face promotion.



# One-Vehicle Policy: High Rise Residents Feel the Pinch

## Sydney Australia

## MATTHEW MOORE URBAN AFFAIRS EDITOR

15 July 2010

#### Is this a sign of the future? Will councils tackle our love of the car by limiting how many each household can park at their homes?

Clogged roads have convinced Canada Bay Council to force developers of new high-rise apartment blocks to limit car ownership and provide access to car-share schemes for all residents in the planned high-rise towers.

Households in the new developments will be restricted from owning multiple cars, with rules forbidding developers from providing more than one car space for each unit, even those with three or more bedrooms.

And residents will be unable to leave their cars on the street, with restrictions preventing everything except for short-term on-street parking.

Details of the radical scheme are contained in a new Rhodes West Master Plan covering eight of the 43 hectares that make up the Rhodes peninsula near Sydney Olympic Park, a site once famous for being the most contaminated stretch of industrial land in Australia.

Ten years of remediation with high temperature incinerators has cleansed the soil and allowed the council to produce its plan to allow 100 homes per hectare - a density far higher than any other areas in the municipality.

Before the Olympics, the state government decided the high cost of remediating the site made it suitable for high-density development. While the council initially complained the plan was too dense, it has now proposed increasing density a further 10 per cent in exchange for developer contributions that will pay for more parks, a town square and community centre.

The new plan, to be discussed at a public meeting this weekend, proposes scrapping the eight to 12-storey height limit to allow the construction of seven new towers, five at 25 storeys, one at 20 storeys and one at 18, to house some of the estimated 12,000 people who will live on the peninsula.

Across the bay at Sydney Olympic Park there are plans for a series of 30-storey apartment buildings to house some of the additional 2 million people the city will need to accommodate by 2036.

Even though Rhodes Peninsula is 15 kilometres from Sydney's CBD in an arc of suburbs where multiple car ownership is widespread, the council decided it had no choice but to impose stringent rules or risk constant traffic jams.

"This is fairly avant garde for Canada Bay," the mayor, Angelo Tsirekas, conceded. But he said the "very heavy car-use ethos" in the area had to change and people would have to cycle, or use trains and buses if they wanted to live there. "They will need to understand the opportunity to travel by their own vehicle will be limited."

Under the master plan, consent for the new towers will only be granted once developers sign up to a car-share scheme.

Cr Tsirekas said developers would be free to run their own schemes or work with an existing provider to establish a scheme in their apartment complex.

People buying or renting in the towers would also be required to join the car share scheme as a condition of living there, Cr Tsirekas said. As far as he was aware, Cr Tsirekas said this was the first time a council had proposed such a car-share scheme.

Such schemes are becoming common overseas especially in cities such as Washington DC with a large population living in high-density accommodation.



Transportation issues can create seemingly no-win conflicts for planners, whether it's dealing with traffic demand management, squabbling over parking requirements, addressing quality of life issues that accompany too much traffic, or - most recently trying to reduce vehicle emissions to prevent climate change.

But, planners take note: a new "productas-service" approach to car use, called car sharing, is springing up in major metropolitan markets, in Australia all across the country, and is already widely accepted in the biggest cities around the globe. Where the conditions are right to support car sharing, these programs can give planners another flexible tool to help address these issues in their communities.

## What Local Government Can Do

Local governments need to start providing significant incentives to developers for incorporating car sharing in a new development.

 Consider using part of the developers' 5% open space contribution to promote the car sharing scheme. As car sharing develops in Australia, councils will feel they are forgoing revenue which is generated from parking meters. However, if the property developer in every new development in the inner suburbs - where most of the share car members are likely to live – has paid a 5% open space contribution, this will exceed any council revenue lost from a decrease in parking meters. The open space contribution should be allocated by council for the benefits of the residents moving into the location.

- 2. Bring in town planning conditions to implement car sharing with in a development
- Include the car sharing implementation in the Section 173 agreement with the developer. The agreement should specify the provision of car spaces which will be made available for car sharing at the ratios specified.
- Have the strata plan of subdivision include special rules referencing the availability of the car sharing service within the development, and the granting of a licence to a car sharing organisation for parking of the share car.

## What Is Car Sharing?

The principle of car sharing is simple: individuals gain the benefits of private vehicle use without the costs and responsibilities of ownership. Rather than owning one or more vehicles, a household or business has access to a fleet of shared-use cars on an as-needed basis. Individuals gain access to cars by joining greensharecar<sup>™</sup> who maintains a fleet of cars which are parked in designated spaces in a network of locations.

Cars are accessed on an as-needed basis, and members are typically charged each time they use a car. Participants must be approved members of greensharecar<sup>™</sup>. members are not required to carry any insurance of their own; membership includes full liability and collision coverage on the company policy. Petrol, maintenance, and all car costs are paid by greensharecar<sup>™</sup>, servicing is also included; cars are equipped with a petrol card for use at any petrol filling retailer.

### Short-Term Use

Because car sharing is a flexible alternative, serving a variety of markets, many car sharing programs offer a variety of vehicles, including sedans, small SUVs, and pickup trucks. Most members utilise the car sharing vehicles for short trips of 60 minutes to four hours; however, some programs offer special rates for daily, overnight, and weekend rentals when longer trips are required. Vehicles can be reserved minutes or months in advance for specific blocks of time, online or by iPhone or personally calling a 24/7 reservation phone number, bookings by phone attract a surcharge.

Prices typically range from \$8 to \$14 per hour. Petrol is included for the first 150 kilometres thereafter charges ranging from 20 cents to 30 cents a km apply, and higher rates are typically bundled with an allotment of "free kilometres" To use a car sharing vehicle, members simply walk to the car at the reserved time, use a wireless security GreenSmartCard (similar to a credit card) to unlock the door, and drive as usual. As the reservation ends, they return the car to its exclusive-use parking space, lock it with their GreenSmartCard, and walk away.

An onboard computer together with GPS tracking collects and wirelessly transmits trip data, including petrol indicator. Charges are either automatically billed to the member's credit card or deducted from their bank account.

Car sharing is more cost-effective than owning or leasing a car used less than 12,000 to 17,000 kilometres per year, depending on location. (It is much cheaper than taxis). It's the alternative transportation mode of the future. The on-demand service can replace a household's second car — or even make a car-free home feasible — for those who don't need to drive every day.

## Program History

People and organisations around the world are working to better manage the mix of travel modes they use to access the services and locations they need when participating in social and economic exchanges. Sustainable transport facilitates the use of an integrated and sustainable mode mix to replace some private car travel. Sustainable modes include walking and cycling (nonmotorised modes) and taxis and mass transport (public transport) systems.

The transition to greater use of these more sustainable modes can be supported in a number of ways. The combination of approaches is sometimes called mobility management (MM) or mode share management (MSM). Neither term is clearly defined but generally each seeks to reduce reliance on travel by private cars by making a diverse array of public and private transport modes accessible to and affordable for urban populations – thus reducing congestion and increasing amenity in urban areas.

Car sharing is a strategy that seeks to meet the mobility gap between public transport and private motor vehicle travel. The concept of car sharing is multi-layered. In the primary layer, individuals gain the benefits of private cars without the costs and responsibilities of ownership.

Specifically, car sharing allows a member (such as a household or business) to access a fleet of shared cars and other types of motor vehicles as needed, paying a usage fee each time. This removes high fixed costs, such as registration and third-party insurance, as most costs become both variable and lower. Cars are available to members more or less as required for any length of time (from one hour up to several weeks or more) and at many points (dozens of locations in a city or even in other cities). So, instead of buying a car, people and/ or companies, share a fleet of vehicles with usage costs dependent on the kilometres travelled and the period of time for which the vehicle is booked.

Secondly, car sharing helps the community reduce the number of trips and distances travelled by private cars.

Thirdly, urban communities gain space for productive uses when space currently occupied by roads and parking is not expanded and communities also experience less air and noise pollution.

A fourth layer is the involvement of motor vehicle manufacturers, and those who maintain vehicles, who play a vital role in many successful car sharing organisations. The manufacturers benefit by being able to demonstrate innovative fuel-efficient vehicles.

## The Positive Impacts of Car Sharing

Car sharing offers a range of individual and community benefits. It serves as a "missing link" in the spectrum of alternative travel choices, filling the occasional service gaps left by other more environmentally friendly transportation modes such as walking, cycling and public transport, and increasing the viability of a largely car-free lifestyle.

## Individual Benefits

Most immediately, car sharing can offer tremendous economic savings. In Australia, the average car costs more than \$1,000 per month to own and operate (RACV, 2010), which contributes to Australian households spending nearly 20 percent of their income on transportation - second only to the cost of housing. Furthermore, petrol prices have risen sharply recently. The increased costs of car ownership and uncertainty about future operating costs are inducements to look for ways to reduce individual transportation expenditures.

Car sharing is one alternative. Rather than paying the ownership and fixed operating costs associated with a car - including insurance, licence, registration, taxes, depreciation, finance charges, and other expenses - car sharing members pay only for the time and distance they drive. The fixed operating costs are shared among a larger group of users. This all-inclusive bundle of services, car use, insurance and petrol is typically offered for less than \$13 an hour.

Car sharing also offers simplicity and freedom from worrying about car washing, oil changes, preventive maintenance, unpredictable repair needs, annual car





registration, and even the time and stress involved in car shopping. Shared cars also generate social benefits, creating an affordable alternative to ownership for lower-income workers, students, and seniors. With on-demand access to safe and reliable cars that include full insurance coverage, those otherwise at risk of being marginalised can affordably maintain their mobility and participate fully in society.

Finally, the car sharing lifestyle means that there is more likelihood of members increasing daily physical activity (such as walking or using public transport), making a more active lifestyle for many car sharers.

## **Community Benefits**

Car sharing members report a higher degree of environmental awareness after joining a car sharing organisation. Their collective changes in car ownership and personal travel behavior promote a range of community planning goals (including walking and alternative transportation), reduced parking demand, a reduction in criteria air pollutants and greenhouse gas (GHG) emissions, and even local economic development.

According to recent North American studies and member surveys, each car

sharing vehicle removes an average of 15 privately owned cars from the community, as participants sell a vehicle or forgo a planned purchase. The resulting decrease in local parking demand creates opportunities to permanently reallocate the land for additional green space, new mixed-use development, or other community needs. Furthermore, the vehicles these members sell or avoid purchasing tend to be the oldest, most polluting, and least reliable on the road. They are replaced by a relatively small number of high-efficiency, low-emission vehicles, including petrolelectric hybrid cars, creating even greater improvements in local air quality, noise, and emissions.

Former car owners change their daily travel behavior dramatically after taking out car sharing membership, increasing their transit use, walking and cycling, while reducing their total vehicle kilometres travelled (VKT) by an average of 44 percent (Lane 2005; ZipCar 2005; City CarShare n.d; McLaughlin and Reynolds 2001; Litman 2000). Previously car-less customers tend to use car sharing as a substitute for car rental, taxis and other car-centred modes rather than as an alternative to public transport, walking or cycling. Although their total VKT rises modestly, these gains are small in comparison to the overall kilometre declines of other members.

These behavioral changes, combined with efficient daily use of the fleet, allow car sharing companies to successfully serve members at an average ratio of almost 45 people per vehicle (unpublished data, Shaheen and Cohen). Transportation is a major contributor of CO2 and other greenhouse petrol emissions, accounting for approximately 27 percent of total anthropogenic emissions in the United States, similar petrol emissions in Australia, and 14 percent globally (Shaheen and Lipman 2007).

According to PhillyCarShare in the USA, the combination of driving hybrids, driving less, owning fewer cars, and making fewer cold starts can yield an impressive 95 percent reduction in auto emissions per participant (unpublished data, Lane).

In Europe, car sharing is estimated to reduce the average user's carbon dioxide (CO2) emissions by 40 to 50 percent (Ryden and Morin 2005). In 2007, Communauto - a car sharing organisation in Canada - announced a 13,000-ton reduction in CO2 emissions as a result of its 11,000 car sharing users in the province of Quebec. Communauto calculated that each car sharing user reduces his or her distance traveled by car by 2,900 kilometres per year on average. Furthermore, they anticipate with a potential market of 139,000 households in Quebec that annual CO2 emission reductions could be as high as 168,000 tons per year (Communauto 2007).

From an economic development perspective, shared vehicles are an attractive amenity for residential and also commercial customers. Property developers and property managers should enter guaranteed minimum revenue contracts with a car sharing company in exchange for having exclusive specific types of vehicles on site.

### Involving Government

The role of government generally and local government in particular is important. Significant contributions will need to be made by government at all levels. Australia, when compared to other countries, is well behind in this area. The Italian government became involved in car sharing operations from March 1998, with the government becoming more active in the regulation of mobility, paying added attention to innovative approaches such as mobility management. In this framework, car sharing was seen as part of the overall effort and thereby entitled to government funding. It is notable that in Italy all local operators are directly connected to public transport companies. The Ministry of the Environment provided €,296,224 (AUD \$13.5 million) and established the Iniziativa Car Sharing Association (ICS) to be responsible for administering and assigning grants. The association's mission is to finance the startup of car sharing organisations in Italy, according to the quality and operational standards identified by European car sharing.

#### **Urban Housing Developments**

Sustainable housing means looking beyond bricks and mortar and seeking to integrate mobility services (for example, planning controls and land use zoning) which can effect multiple layers of change when used to reduce the need for private motor vehicle ownership and parking spaces. Such changes to urban design have been supported by or used to support car sharing.

#### Local Government

Local government generally controls the spaces in which car sharing operates in street-allocated car parking bays. Specifically, local government controls the availability and prioritising of parking spaces, which car sharing organisations require as vital infrastructure needs. Local government can prioritise desirable parking spaces for more sustainable cars, including car share cars with smaller, electric, more efficient vehicles. The contribution of local government thus extends beyond making storage parking available for car sharing cars to making prioritised parking available in sought-after locations.

## Is Car Sharing A Possibility For Your Community?

Given the many individual and community benefits of car sharing, planners may ask whether their communities can successfully host a program. Car sharing is most suited to walk-able, high-density, mixed use urban areas with convenient public transport nearby. It is generally an intensely local service; each car mainly serves customers within a quarter to half-mile radius or a five to 10 minute walk. Accordingly, there will be large areas of any metro area that simply cannot sustain even a low level of car sharing service without ongoing subsidy.

In nearly any region there are pockets of more intense land use — the central business district, dense older neighborhoods, new planned unit developments, burgeoning university and medical campuses — that are the focus of economic development efforts. These areas often struggle with parking and traffic challenges that call for innovative solutions. Targeted car sharing programs can be successful in these niche markets. Examples of these programs can be found in such smaller communities as Rutledge, Missouri; Aspen, Colorado; and Bellingham, Washington.

Urban car sharing members have tended to be well educated and socially and environmentally aware. Early adopters of car sharing were typically in their 30s and 40s, with middle to upper middle incomes (Millard-Ball, 2005). Increasingly, however, there has been a significant growth in car sharing among younger drivers as operators have expanded services to university campuses.

In the last few years, many car sharing companies have reduced minimum age requirements from 21 to 19 years of age and have expanded aggressively on university campuses. As of the fall of 2007 in the USA, car sharing services were available at more than 50 colleges and universities across the United States (unpublished data, Shaheen and Cohen). Car sharing membership growth in this demographic builds awareness and social support for the car sharing lifestyle. Industry observers anticipate increasing market acceptance and demand as students leave campus and enter the workforce.

#### **Public Support for Car Sharing**

While it isn't the job of planners to get car sharing started, and car sharing is not a great match for every community, program benefits suggest that planners and their communities gain when a local car sharing program is started. What are the challenges facing a potential car sharing program in an untested region?

For the operator, car sharing can be risky business. Though companies have succeeded in attracting a healthy customer base in many large metropolitan areas, these capital-intensive programs face many hurdles in mid-sized and smaller regions. New locations should not expect to attract experienced companies without committing to large, long-term revenue guarantees. No car sharing program has yet developed brand franchise opportunities, so local startups may need months or years to develop the basic technical, legal, and marketing infrastructure and education required to begin service. However, a number of car sharing operators and consultants now provide technical support and expertise, which can dramatically reduce the amount of time it takes to start up a new program. Whether the operator is for-profit or nonprofit, achieving a significant level of market penetration before running out of capital is a daunting task — especially in places with smaller urban populations, lower densities, and more abundant, lower cost parking. Prospective members are often initially skeptical about the feasibility of selling their cars. Even motivated, progressiveminded individuals who "get it" will need time and multiple exposures to the idea of car sharing to overcome uncertainty about such a fundamental change in their lifestyle (Shaheen 1999). Enthusiastic potential joiners may also wait in the wings for years. ("I'll join as soon as my '98 Jetta dies.") And potential business customers may also adopt a wait-and-see attitude, signing on only after the concept has been embraced by a respected corporate or institutional leader.

Finally, the time and effort required to identify and to secure leases for free or reduced-cost parking spaces can be an unexpected source of delays and frustration (Clayton Lane, AICP - Deputy Executive Director of PhillyCarShare).



# Support the development of car sharing in their communities?

## Become a Visible Advocate and Partner for Car Sharing

Endorsements and outreach from local governments, nonprofits, and community institutions will add to public awareness and legitimacy for a fledgling (or future) car sharing operation. Co-promotions, joint press releases, and media events featuring prominent local figures can help convince potential participants to join, accelerating the development of a viable local market. In 2004, Arlington County, Virginia, sponsored a multi-faceted car sharing pilot program that attracted more than 2,500 participants. More than 85 percent of surveyed members "felt more confident joining a car sharing company," knowing they were partnered with the county government (Arlington County Commuter Services 2005). Similarly, the decision by the City of Philadelphia to replace its municipal fleet with car sharing vehicles was an important milestone in the membership growth of PhillyCarShare (Lane 2008).

## Include Car Sharing in Applications for Grants, Loans, and Other Incentives

Planners and allied professionals can create or encourage private-sector incentives to

support car sharing through their evaluation criteria for distributing public dollars, providing loan guarantees, or offering administrative approvals. Examples of how car sharing is being encouraged in specific programs include the following:

- Developers pursuing LEED green building certification for new construction can earn a point by providing designated parking for car share services (USGBC 2005).
- 2) The Ohio Department of Development awards grants of up to \$5 million in its Ohio Job Ready Sites program, which is designed to "bolster the State's inventory of available facility locations served by utility and transportation infrastructure" (Ohio Department of Transportation 2008a). The 2008 proposal scoring system includes points for applicants that have "committed to make a car sharing program available" at their technical center/ research laboratory site (Ohio Department of Transportation 2008b).

## Provide On-Street Parking

In most cities, nearly 100 percent of curbside parking is designated for people who choose to own a car. By providing designated on-street parking for shared-use vehicles, cities can dedicate a small part of that public space to the urban residents who choose to share a vehicle. No-cost parking helps to reduce car sharing operator costs, resulting in lower rates for the community, fewer vehicles on the road, increased parking availability, and lower emissions. For potential participants, onstreet parking provides safe, convenient, and highly visible locations that increase user confidence and awareness of the service, typically leading to increased rates of local membership. Examples of municipal parking policies for car sharing include the following:

- Seattle has parking stalls that are designated to car sharing vehicles as a class, similar to taxi zones.
- Portland, Oregon, created "option zones" to designate on-street car sharing parking, denoted by orange public art poles that attach to parking meters.
- The Austin, Texas, city council passed Resolution 20060928-069, providing free parking spaces and exempting car sharing cars from city parking meter charges (City of Austin 2006).
- Parking spaces in Philadelphia have been granted on the premise that sharedvehicle use helps maximise overall parking availability.

### International Trends

In 1999, the King County metro government, which includes Seattle, issued the first car sharing request for proposals (RFP) in the United States, pledging a range of financial and in-kind assistance. An international group of experts responded, coming together to form the first large-scale car sharing program in the country.

Several years later, Washington, D.C.'s transit agency also issued an RFP. It promised substantially less ongoing support, but eventually it led to the deployment of hundreds of cars from two established car sharing companies.

Finally, planners for the Pittsburgh Downtown Partnership (PDP), a nonprofit local development corporation, saw car sharing as an amenity that could support their emerging residential market, as well as a response to commercial objections about parking cost and availability. The PDP gained the backing of its stakeholders, approached their regional metropolitan planning organization with the vision, and succeeded in securing a federal transportation grant.

It issued an RFP, selected a car sharing provider, and now has more than two dozen cars providing service in targeted areas of downtown, a nearby medical and university campus district, and surrounding neighborhoods.

## Government and Corporate Future Share Car Customers

As a part of fleet reduction efforts, governments and institutions can contract for car sharing services. Contracts typically guarantee a minimum level of monthly vehicle use, providing the car sharing operator with visibility and a predictable source of revenue. Government or institutional car sharing provides a variety of benefits, including:

1) Predictable Budgeting:

An all-inclusive service contract helps to temper the uncertainty of rising fuel costs, maintenance, and self-insured claims on constrained budgets.

2) Fleet Reduction and Replacement:

Some percentage of any large fleet gets driven only periodically, yet the acquisition, maintenance, and operation of such vehicles represents an enormous ongoing cost. Car sharing vehicles can effectively serve peak demand travel needs, allowing for significant decreases in fleet size without affecting employee mobility.Furthermore, car sharing vehicles are usually newer, cleaner, and more efficient than the fleet cars they replace, which can reduce total greenhouse gas emissions.

3) Improved Efficiency:

Vehicles in some organisations are assigned for use exclusively within specific departments, causing unmet demand in some offices while other cars sit idle. Car sharing allows multiple departments to easily reserve any car in the shared fleet, improving vehicle access and employee productivity.

4) Greater Accountability:

Car sharing provides a mechanism to ensure that fleet vehicles are driven for official use only. Fleet usage drops significantly when vehicle usage is accurately maintained with up-to-date data indicating where the vehicle is located at any given time, distance travelled, driver behavior and usage, petrol purchasers are controlled, and no need for insurance implications, administration staff to run out of date fleets are eliminated, which can assist departments in being held accountable for their use of government vehicles.

5) Public Benefit:

While an internal fleet sits idle on evenings and weekends, car sharing vehicles at the option of the government or corporate client can be made available to serve the surrounding community, which further reduces the cost of the vehicle, creating a quality-oflife improvement with no added public cost.

6) Local Government Case Study USA

The cities of Philadelphia and Berkeley, California, provide two early examples of municipal governments using car sharing programs. In 2004, the City of Philadelphia eliminated more than 300 municipal vehicles with a net savings of approximately \$9,000,000 over a five-year period, including reduced costs for acquisition, parking, vehicle maintenance, and fuel (Friedman 2006). In that same year, the City of Berkeley replaced 15 underused fleet cars with five car sharing vehicles, yielding approximately \$400,000 in savings over three years, from \$250,000 in replacement cars, petrol, and maintenance and \$150,000 on insurance and fleet management (City of Berkeley Mayor's Office 2004).

Taxis and Public Transport v greensharecar™ Table 1 below shows greensharecar<sup>™</sup> is cheaper than taxis and public transport when the share car is pooled. On a return trip from say the Melbourne GPO to Ivanhoe Plaza, a taxi would cost \$60.80 and a GreenShareCar would cost \$11.00, i.e.,5.50% cheaper.

## Encourage Car Sharing in Property Development Projects

Municipalities can allow developers to reduce overall parking requirements in exchange for car sharing support, adding to other benefits of reduced parking such as more efficient use of space and reduced impervious surface and storm water runoff issues. Variations include allowing car sharing spaces in lieu of general-use parking and allowing greater floor-area ratios.

Parking reduction policies are most effectively codified in zoning or building codes, making them easy for developers to use. While they can be managed on a caseby-case basis through the variance process, the bargaining adds difficulty and reduces the likelihood of action.

- Seattle's Municipal Code allows for a reduction of one parking space for each parking space leased by a car sharing program for small-scale developments (City of Seattle 2008). For larger-scale developments, Seattle's municipal code allows for a reduction of three required parking spaces or 15 percent of the total number of required spaces, whichever is fewer.
- Parking by-laws in Vancouver, British Columbia, give officials the option of substituting car sharing vehicles and parking spaces at a 1:3 ratio, up to one car sharing vehicle for each 60 dwelling units (City of Vancouver 2005).

## Address Parking Issues

Because of its hourly rate structure, and the location of vehicles, car sharing almost exclusively serves community at large, as well as local residents and businesses taxpayers who are changing their daily behavior in ways that produce a variety of

#### Table 14.1 – Taxis and Public Transport v greensharecar™

Table 1 below shows greensharecar<sup>™</sup> is cheaper than taxis and public transport when the share car is pooled. On a return trip from say the Melbourne GPO to Ivanhoe Plaza, a taxi would cost \$60.80 and a GreenShareCar would cost \$11.00, i.e., 5.50% cheaper.

Destination		Cost per trip					
From	То	Travel	One Person	Car Pool (4 people	Car Pool (5 people)	Travel Time (minutes)	Distance (KM)
Travel Mode	Тахі						
GPO Elizabeth St	Ivanhoe Plaza, Ivanhoe	\$30.40	\$30.40	\$7.60	NA	27	10.61
GPO Elizabeth St	Woodlands Historic Park, Greenvale	\$58.57	\$58.57	\$14.64	NA	38	25.64
GPO Elizabeth St	Watergardens Shopping Centre, Taylors Lakes	\$55.94	\$55.94	\$13.99	NA	33	25.15
GPO Elizabeth St	Victoria University, Sunbury	\$56.61	\$56.61	\$14.15	NA	32	25.83
GPO Elizabeth St	K-Mart, Campbellfield	\$60.21	\$60.21	\$15.05	NA	37	26.93
GPO Elizabeth St	Epping Plaza, Epping	\$83.24	\$83.24	\$20.81	NA	52	37.89
GPO Elizabeth St	Gisborne Golf Club, Gisborne	\$109.11	\$109.11	\$27.28	NA	53	53.64
GPO Elizabeth St	Chadstone Shopping Centre, Malvern East	\$35.88	\$35.88	\$8.97	NA	21	15.22
Travel Mode	Public Transport						
GPO Elizabeth St	Ivanhoe Plaza, Ivanhoe	\$3.70	\$3.70	\$3.70	\$3.70	41	10.61
GPO Elizabeth St	Woodlands historic Park, Greenvale	\$3.70	\$3.70	\$3.70	\$3.70	45	25.64
GPO Elizabeth St	Watergardens Shopping Centre, Taylors Lakes	\$3.70	\$3.70	\$3.70	\$3.70	51	25.15
GPO Elizabeth St	Victoria University, Sunbury	\$6.10	\$6.10	\$6.10	\$6.10	115	25.83
GPO Elizabeth St	K-Mart, Campbellfield	\$6.10	\$6.10	\$6.10	\$6.10	61	26.93
GPO Elizabeth St	Epping Plaza, Epping	\$6.10	\$6.10	\$6.10	\$6.10	88	37.89
GPO Elizabeth St	Gisborne Golf Club, Gisborne	\$6.10	\$6.10	\$6.10	\$6.10	173	53.64
GPO Elizabeth St	Chadstone Shopping Centre, Malvern East	\$3.70	\$3.70	\$3.70	\$3.70	50	15.22
Travel Mode	GreenShareCar						
GPO Elizabeth St	Ivanhoe Plaza, Ivanhoe	\$11.00	\$11.00	\$2.75	\$2.20	27	10.61
GPO Elizabeth St	Woodlands historic Park, Greenvale	\$11.00	\$11.00	\$2.75	\$2.20	38	25.64
GPO Elizabeth St	Watergardens Shopping Centre, Taylors Lakes	\$11.00	\$11.00	\$2.75	\$2.20	33	25.15
GPO Elizabeth St	Victoria University, Sunbury	\$11.00	\$11.00	\$2.75	\$2.20	32	25.83
GPO Elizabeth St	K-Mart, Campbellfield	\$11.00	\$11.00	\$2.75	\$2.20	37	26.93
GPO Elizabeth St	Epping Plaza, Epping	\$11.00	\$11.00	\$2.75	\$2.20	52	37.89
GPO Elizabeth St	Gisborne Golf Club, Gisborne	\$11.00	\$11.00	\$2.75	\$2.20	53	53.64
GPO Elizabeth St	Chadstone Shopping Centre, Malvern East	\$11.00	\$11.00	\$2.75	\$2.20	21	15.22

\* greensharecar® rate shown in the Table 1 (\$11.00 per hour) is based on a Gold Member with an "advantage plan" traveling at peak times Friday to Sunday. For other times, for example Monday to Thursday, the hourly rate would be \$8.60 per hour - representing even cheaper travelling costs.

local benefits. The car sharing service is an amenity for the community and some assistance from all level of government is required in order to encourage use of car sharing.

What can be done by local government;

- 1) Provide free kerbside parking to car sharing uses.
- 2) Monitor car sharing kerbside parking stations so that illegal parking is controlled.

#### greensharecar<sup>™</sup>'s Vision

Although relatively few resources have been invested in car sharing to date by governments at all levels in Australia, greensharecar<sup>™</sup>'s vision is to make inroads into local councils who have the sole responsibility to place conditions on planning permits to assist the innovative car sharing concept, which has proven itself in international markets. Car Sharing worldwide has already demonstrated remarkable individual and public benefits in a variety of communities.

#### Car Sharing Resources on the Web

In addition to the studies and information presented in the reference list, there are many online car sharing resources available. This list provides just a few examples and is by no means comprehensive.

The World CarShare Consortium is a cooperative, independent, international communication program supporting car sharing projects and programs worldwide:

www.ecoplan.org/carshare/cs\_index.htm

Innovative Mobility Research explores innovative mobility technologies and services that could improve transportation options, while reducing their negative societal and environmental impacts:

#### www.innovativemobility.org

CarSharing.net is a nonprofit educational and promotional site supporting the car sharing industry in North America:

#### www.carsharing.net

GreenShareCar, in the United Kingdom, has produced a variety of resources from basic information sheets to detailed good practice guides:

## $\frac{www.GreenShareCar.org.uk/Resources/}{GreenShareCar.resources.htm}$

The Transportation and Land Use Coalition's Instant Advocate provides an overview of car sharing, case studies, and resources:

#### www.transcoalition.org/ia/carshare/03.html

The car sharing, USA blog provides information, issues, and ideas along with North American car sharing services and providers:

#### http://carsharingus.blogspot.com/

Bringing Car-Sharing to Your Community, by Berkeley's City CarShare, is an extensive practical guide to starting a car sharing organization in your community:

#### www.citycarshare.org/download/CCS\_ BCCtYC\_Long.pdf

The Beginner's Guide to the Car Sharing Business is a brief guide for anyone who wants to bring car sharing to their city:

#### www.autoshare.com/beginners/guide.html

The Co-operative Auto Network (CAN) provides resources and guidance in starting a carsharing organization:

www.cooperativeauto.net/about-can/canconsulting/

www.zipcar.com/press/releases/press-21

Chapter 15

# Share Cars in Property Developments

## An information pack for developers and local authorities

#### Section 1

1. The Benefits to Developer of Including Share Cars

The benefits of share cars in property developments can be summarised as:

- Share cars allow cars and therefore parking spaces to be shared, and the number of spaces needed and cost of providing them to be reduced.
- 2) Developers benefit from being able to work on sites with a limited parking area which may previously have been impractical.
- By reducing the amount of parking, share cars allow an increase in the number of units or amenity space on the site, increasing the profitability of the site.
- Share cars are a popular alternative to private car ownership as they offer convenience without the responsibilities and capital outlay of ownership.
- 5) Share cars have added value to housing developments as residents perceive the vehicles as an extra service.
- Share cars contribute to travel plan aims by reducing the impact of the private car from the development;

the overall car miles driven, and local congestion.

- Share cars support other travel plan initiatives – once residents have given up their private car they are more likely to walk, cycle or use public transport.
- 2. Quantifying Potential Cost Savings to Property Developers

Cost savings for developers can range from a few hundred thousand to several million depending on scale and type of development:

- Increasing density: no cost of parking space + profit on apartments = potential for millions
- No underground parking: 100 200 spaces = \$2 - 8m
- Increased value of apartments or speed of sale with a GreenShareCar service: not yet quantified
- 3. Marketing GreenShareCars and Apartments Together

Many new developments are marketed as a lifestyle decision. The message fits well with greensharecar<sup>™</sup> marketing. Both focus on convenience, services rather than products, and a modern and smarter way to live. When people move house they also reassess their transport needs, therefore it is a perfect time to join greensharecar<sup>™</sup> so joint marketing promotions will be ideal.

#### 4. Roles and Responsibilities

The planning team of local councils should take a lead in promoting and explaining the practicalities of share cars to developers, in securing planning agreements which support schemes and in conjunction with the transport planning team.

#### 4.1 Councils

Councils need to implement ways to have dedicated staff to implement and support Travel Planning and Travel Wise sections of the council this will aid marketing and membership growth and go along way dealing with traffic congestion, and direct car ownership.

#### 4.2 The Property Developer

The developer will take responsibility for delivering the support outlined in the Section 173 agreement either through: financial payments to the operator or specially marked up car stations, and/or integrated marketing.

#### 4.3 The GreenShareCar Operator

The operators take on the responsibility and risk of delivering the GreenShareCar service, leasing of the cars, maintenance of the cars, petrol, member applications, billing, online booking management, and ongoing marketing of the scheme. greensharecar<sup>™</sup> will also train the property developers' sales staff or their estate agents about the benefits of the greensharecar<sup>™</sup> scheme and how it works. If required, information sessions can also be arranged with council planners.

4.4 Consultation and Membership for Wider Community

It is important for new developments with limited parking to have restricted parking zones in the surrounding area to avoid new residents parking in neighbouring streets. A good consultation exercise will sell the benefits of the GreenShareCar to the local residents, such as mitigation of the negative effects of increased traffic and pollution. A further benefit for local residents is if the GreenShareCar is open to the wider greensharecar<sup>™</sup> membership. The developer will need to work with greensharecar<sup>™</sup> to ensure general accessibility to the GreenShareCars for local residents without compromising the security of the development – this can mean gates opened with similar smart cards, moving the cars in front of security gates or providing on-street spaces for the GreenShareCar.



### About greensharecar™

#### **Our Vision**

At greensharecar<sup>™</sup> we are committed to a long term mission to bring share cars to our members. Just as we constantly update and improve our systems and products, we want to continually evolve our company to be in the best position to accelerate new technologies as they emerge and to better serve our members and business partners.

We believe the switch from internal combustion engine vehicles to electric vehicles (EV) of the future will create future growth opportunities in the car mobility industry. greensharecar<sup>™</sup>'s focus will be to include in its fleet the most advanced EV as they become proven and reliable. EV will be the car of the future and greensharecar<sup>™</sup> will be here to deliver the technology to ordinary people who become members of greensharecar<sup>™</sup>.

greensharecar<sup>™</sup> has the commercial expertise and technology solutions to reduce the reliance of direct car ownership. We will achieve this by offering our cars to our members at a lower cost than direct car ownership.

greensharecar<sup>™</sup> will partner high density property developers and land developers to offer a share car amenity into their projects at NO cost to the developer.

We will work with local government, institutions, individuals and organisations to show how greensharecar<sup>™</sup> can reduce direct car ownership dependence. greensharecar<sup>™</sup> is committed to saving its members the high costs associated with direct car ownership.

greensharecar<sup>™</sup> will provide the most up to date environmentally friendly vehicles which will provide social benefits to the communities in which we operate. Our car sharing business system will reduce the number of vehicles driven in our cities, ease the burden on the public road infrastructure and reduce greenhouse gas emissions and other pollutants. Our businesses will protect and improve our environment, promote sustainable development, and conduct business affairs in a way that is socially responsible."

greensharecar<sup>™</sup>'s committed to operate a fleet of green cars which will reduce road congestion and lower the demand for parking spaces in inner cities, greensharecar<sup>™</sup> aims to have a fleet of cars with zero emissions by 2015.

At greensharecar<sup>™</sup>, we're motivated and inspired every day by how our members use our fleet of cars. greensharecar<sup>™</sup> is dedicated to finding creative solutions to lower the cost of direct car ownership. We continually seek to develop break-through ideas which save our members money and meet all their driving mobility requirements.

## Our Technology

greensharecar<sup>™</sup> offers world leading, in car technology with complete enrolment, membership and fleet management, real time online and iPhone reservations, billing system, vehicle technology integration, trained 24/7 call centre, fleet management, maintenance, insurance, bookings, billing, GPS, data collection, infrastructure, vehicles, parking locations supplied by local government, cooperation with vehicle manufacturers and user interface software.

We ask you to review this document to ensure that we have covered all areas as discussed. If we have omitted something or you simply wish to amend any of the details contained herein simply contact us. If the details herein are in accordance with our discussions we would be pleased if you could approve this proposal by signing where indicated below. This approval will prompt us to proceed in providing you with a "letter of offer" and other necessary documentation enabling the implementation of the car facility in your development.

### Car Sharing

Car sharing is a revolution in personal transportation: it's urban mobility for the 21st century.

About 80% of Australian's live in cities. Many of them simply don't drive enough to justify the expense and hassles of owning a car - yet they can't forgo the freedom of driving a car when they want to. Car sharing provides flexible use of cars to suit an urban lifestyle. It is instant-access to a network of cars throughout major Australian cities, 24 hours-a-day, paying only for time used per hour, per trip - without commitment or inconvenience:

- as EASY as catching a cab
- as CONVENIENT as having your own car
- as AFFORDABLE as a few lattés
- much FASTER than renting a car
- and lets you KICK the CAR HABIT

Reserve the car by iPhone or Internet, 24 hours a day, at times that best suit your needs, and then use it for a few hours, or a week. Pay per trip, and never have to worry about repairs, insurance or daily or monthly parking again. And when you feel like it, grab a taxi, take the train, walk, ride a bike or take the bus. If you drive less than 15,000 km a year and you don't need a car for work every day, car sharing will likely save you thousands of dollars a year, give you greater mobility and actually reduce pollution. The car of the future will be shared.

\*Rates are subject to change depending on time of day or week day selected.

\*\*RACV figures on car ownership costs are based on: Large car category: Ford Falcon with the following assumptions...as at 2009, new car value on road \$41,659; average km travelled 15,000 km a year; taking into account depreciation, tyres, petrol, insurance, registration, scheduled servicing. Or small car category: Ford Focus - yearly ownership costs \$8,345.

#### Table 16.1 – For the same cost of direct car ownership you can drive greensharecar®:

Outright car ownership costs per year	*Rate per hour	*Rate Per Day	Days per year	Hours you can drive per year	Hours you can drive per day	Full 24 hour days you can drive per year	**How many more Km can you drive with GreenShareCar
\$12,000	\$10	\$59	365	1,200	3.5	203	39,750
\$12,000	\$12	\$69	365	1,000	2.7	173	10,950
\$12,000	\$14	\$79	365	857	2.4	152	7,800

\* Rates vary on the type of car hired or time and day of the week the reservation is made rates subject to change without notice

 $^{\star\star}$  greensharecar® allows up to 150 km per day at no additional cost

#### Table 16.2 – If you drive 1 hour per day or 7 hours per week this is what you will save compared to direct car ownership when you choose to drive with greensharecar®

Outright car ownership costs per year	*Rate per hour	*Rate Per Day	Cost to drive with greensharecar®	Hours you can drive per year	Hours you can drive per day	Savings per week	Savings per year
			per year				
\$12,000	\$10	\$59	\$3,640	364	1 to 24	\$160	\$8,360
\$12,000	\$12	\$69	\$4,368	364	1 to 24	\$146	\$7,632
\$12,000	\$14	\$79	\$5,096	364	1 to 24	\$132	\$6,904

\* Rates vary on the type of car hired or time and day of the week the reservation is made rates subject to change without notice

#### greensharecar® is the leading provider of share cars into strata developments.

#### **Calculations:**

All prices quoted are valid for 12 months

If your development is due to be completed beyond 12 months, we have made the following assumptions. (The prices quoted in our proposal remain valid for the period stated below.)

Estimated time to complete development	36 months from now
	All prices shown in this proposal are fixed for 36 months

Parking allocation calculation			
Particulars	Number of lots	Car parking Ratio Adopted	Number Of Car Spaces Required
Total number of lots	100	no. lots/no. cars	no. cars total
Residential Apartments	100	50/1	2
Serviced Apartments	0	100/1	no.lots/100
Retail	5	Able to use the share cars on site	0
Total parking required (recomme	anded)		2

ng required (recommended) itai park

Note: Proposals can be provided immediately on request

#### Car Index Category - Preferred Cars (Prices as at 18 May 2010)

1 Preferred Car



2 Preferred Car



3 Preferred Car Electric car will meet and exceed Green Travel Plan objectives with its low emissions



4 Preferred Car Electric car will meet and exceed Green Travel Plan objectives with its low emissions





#### Toyota Yaris YR Hatchback 5dr 1.3i

Automatic Includes: petrol, registration, insurance, 24/7 road assist & call centre, replacement car in breakdowns, cleaning, full service

#### Toyota Corolla Ascent Hatchback 5dr 1.8i

Automatic Includes: petrol, registration, insurance, 24/7 road assist & call centre, replacement car in breakdowns, cleaning, full service

#### Toyota Prius Hatchback 5dr CVT 1sp 1.8i/60kW

Hybrid Automatic Includes: petrol, registration, insurance, 24/7 road assist & call centre, replacement car in breakdowns, cleaning, full service

#### Toyota Camry Hybrid Luxury Sedan 4dr CVT 1sp 2.4i/1.5kW

Automatic Includes: petrol, registration, insurance, 24/7 road assist & call centre, replacement car in breakdowns, cleaning, full service

You choose the car Automatics only We provide the share car Our Fleet Price: To be quoted

## Car Sharing In New Property Developments

#### **Frequently Asked Questions**

These questions and answers will help you better understand the philosophy behind car sharing in relation to your development. greensharecar<sup>™</sup> will provide a dedicated (exclusive use) GreenShareCar within your development at no cost to the developer. The car would not be accessible by the general public.

#### What developments would suit an (exclusive) greensharecar<sup>™</sup>?

Developments with at least 50 residential apartments located within a 20 km radius of the Melbourne, Sydney or Brisbane CBDs.

## 2. What developments would suit a (non-exclusive) greensharecar<sup>™</sup>?

Developments with at least 20 residential apartments located within a 10 km radius of the Melbourne, Sydney or Brisbane CBDs.

## 3. At what development stage should you involve greensharecar<sup>™</sup>?

At initial planning stage, so that better outcomes can be achieved at council level.

## 4. How many car parks can you eliminate by having a GreenShareCar?

One GreenShareCar could replace up to 10 car parks. Generally 30 members within a development will support one share car. Federal, state and local governments support car sharing, because of its proven ability to reduce traffic congestion, on and off-street parking pressure and Carbon Dioxide and reduce pollution.

#### 5. What are the key benefits of car sharing from the the developer's point of view?

- Strengthening the Town Planning Approval Process or DA and increasing the likelihood of gaining planning permission
- Achieving some of the main objectives of the Green Travel Plan, which may be required by councils, fulfils a specific

concern of local councils

- Improving the marketability of units or apartments with no or minimal parking.
- Reducing the build cost and construction time by doing away with the need for costly underground parking provision.
- Contributing towards reducing the environmental impact of the development.
- Achieving higher green star rating for the development. (In the future, certificates must be included in the sale and vendor disclosure statements. The higher energy star rating attained the more demand for those properties will exist, and the higher the resultant prices.)

greensharecar<sup>™</sup> has extensive experience in integrating car sharing into commercial and residential developments and maximising the development to its full potential which benefits all stakeholders.

# 6. Is there a cost associated with having greensharecar<sup>™</sup> involved in planning applications?

We can provide in house professional consulting services offering accredited 5 and 6-star energy rating and assessment services for your development (fee applicable on request) or, if you require a customised report to assist with town planning applications, greensharecar<sup>™</sup> offers a consultancy service which is charged at an hourly rate (fee applicable on request). You may include greensharecar<sup>™</sup> in your town planning application provided you have entered into an agreement to use greensharecar™ in your development. Our agreements will run with the registered proprietor of the land so if you sell the land you must disclose the greensharecar<sup>™</sup> agreement. There is no charge to be included in a town planning application if there is no time required of the greensharecar™ team.

6.1 Green Travel Plan

If a condition of your Planning Permit makes a reference to a green travel plan, greensharecar<sup>™</sup> can customise a green travel plan and also take care of all the equipment, such as cars, bikes, waste compactors and recycling of waste, which may be required under the plan. Our report will meet or exceed the planning permit requirements. This is offered on a consultancy basis which is charged at an hourly rate (Fee applicable on request).

#### 7. Is there any cost to the developer to incorporate greensharecar<sup>™</sup> into the development?

No. However when we provide you with a letter of offer and you accept the car facility we ask the developer to pay the 1st payment to greensharecar<sup>™</sup>, which is refundable by the OC when the car is incorporated. This is similar to the developer paying for the building insurance, and as settlements take place the developer is refunded the building insurance.

# 8. Is there a cost to the developer if the monthly minimum car usage is not achieved?

There is no cost to the developer regardless. Holding costs will be built into the owners' corporation (OC) or strata plan fees. The OC underwrites the car and makes the monthly payments to greensharecar™ from its budget. Every dollar the share car generates is credited back to the OC. When the share car income is greater than the monthly payment by the OC, the OC would receive profit sharing at 20%.

# 9. Are there any promotional activity costs to the developer and what are these activities?

None. However some developers may elect to prepay one to 12 months car use to be included as a bonus for the buyer. Plans are listed below. Some international developers are pre-paying 1 year "advantage plan" valued at \$2,256 (GST inclusive) for purchasers in some promotions. There is unlimited scope how you can use the share car amenity in your development.

When the developer is marketing the development to purchasers it may be a good idea to also communicate to purchasers the benefits of having a GreenShareCar on site. It's a great selling

Individual plans	basicplan	standardplan	advantageplan
Monthly Pre-Paid Driving Credit	\$22	\$88	\$188
Free Kilometres	100	125	150
Excess Kilometres	30 cents	25 cents	20 cents
Credit Rollover	1 Month	1 Month	1 Month

feature and a great exclusive amenity within the building. greensharecar<sup>™</sup> would provide a promotional flyer for all building occupants once most of the building is occupied.

Usually when developers settle the apartments with purchasers, the developer may supply a user kit or a settlement kit or other info kit to their purchasers. It may be a good idea to insert the greensharecar<sup>™</sup> brochure in kits which we can supply to you.

## 9. What number of cars will be placed in the surrounding areas?

greensharecar<sup>™</sup> proposes to have 32 share cars located within the CBD and adjoining suburbs in 2010/2011. Our forecasts are to add an additional 64 share cars in 2011/2012 and an additional 128 cars in 2012/2013, and so on.

#### 10. Will there be any exclusivity?

The greensharecar<sup>™</sup> car facility contract runs for 6 years which is an agreement between the OC and greensharecar<sup>™</sup> or may extend until the share car has reached its replacement time of 3 years or 100,000 km whichever is the earlier.

During the greensharecar<sup>™</sup> car facility contract no other share car organisation can place cars within the development.

# 11. What is the additional cost to the developer for the security access equipment?

The monthly commitment fee we have quoted you includes all the necessary infrastructure, set up costs, and equipment to operate the share car.

#### 12.Is there any cost to the owners' corporation to incorporate greensharecar<sup>™</sup> into the development?

Yes, a monthly commitment only. However the share car only needs to be used on average five hours a day and it will cost the OC nothing. If the share car is used on average for more than five hours daily the OC takes a 20% profit share.

#### 13.If membership is low, is the OC still obligated to pay greensharecar<sup>™</sup> the monthly commitment?

Yes, for the term of the contract being six years. To encourage car use however, the OC may need to consider allowing access to other greensharecar<sup>™</sup> members who are non residents of the development in question. This might mean having hardware installed to allow other greensharecar<sup>™</sup> members access to the secured share cars.

#### 14. Are Toll charges included in the members' monthly credit amount?

No, this is charged to the member separately (invoiced or direct debit).

# 15. Does the monthly amount that the OC pays to greensharecar<sup>™</sup> increase annually?

No. It is fixed for 3 years or 100,000 km (whichever comes first) per car at which point the car is replaced. However, the car value will determine the new monthly cost. Having said that, greensharecar<sup>™</sup> has capped the increase at 10%. So if the OC is currently paying \$2000/month per car, the most they will pay when a car is replaced is \$2200.

#### 16. Why should owners who don't use or want share cars in the development have to pay to have one available?

We see the share car as any other amenity that the developer has decided to include as part of the marketing of its projects. Just as maintaining a pool or a gym would need to be budgeted, so too would a share car facility. Having said that, if for example the developer decides to include 2 share cars in a development that say has 350 apartments and a monthly underwriting cost for the OC (payable to greensharecar<sup>™</sup>) of say \$1800 per car per month, the total increase in the overall budget of the OC "body corporate" fee per owner would be \$123.43 per annum for the first year. After this time, once the cars are consistently used and at the very least breaking even (usage equalling total underwriting fee), the owners' corporation should reduce its annual fee by at least \$123.43 per annum per owner as a budget surplus is realised. After a number of years, as car usage increases, the OC may decide not to budget for the full underwriting cost of the share

cars. This may be a result of the OC consistently experiencing a surplus in the budget due to each dollar spent by members using the car offsetting the underwriting costs of those cars.

#### 17. If the developer chooses to buy cars outright for the purpose of sharing in their properties, how can these be managed?

The plain truth is, with great difficulty. It would mean that the OC would be required to maintain the car in every way required - including servicing, insurance, depreciation, petrol, and booking reservations. greensharecar<sup>™</sup> is a fully managed car facility amenity which will add value to the properties being sold at the initial marketing phase of the development by the developer. If the developer implements the car sharing concept into a building from its conception, the car amenity facility has the potential to be reflected in initial higher prices being obtained for the apartments. As car sharing becomes accepted by building residents as an economical way to fulfil their mobility needs for the life of the building, the future re-sale values of those buildings that do not have a correctly implemented car sharing facility in place, are likely to be lower.

#### **Exclusive Use**

The owners' corporation (OC) underwrites the holding charges of the car, and basically the cost will depend on the type of car selected by the developer or the OC and greensharecar<sup>™</sup> will determine a monthly figure which the OC will pay to greensharecar<sup>™</sup> for the term as agreed.

#### **On-Site Parking Allocation**

Easily accessible car parking space within the building grounds will be clearly marked on the pavement and in front of the car space. Signs will read "Reserved for GreenShareCar. Tow Away Zone". This signage will be arranged by greensharecar™.

#### **Owners Corporation (OC)**

The greensharecar<sup>™</sup> contract runs for six years. Car/s are replaced at 100,000 km or 3 years from date of car registration - whichever comes first. Below is a hypothetical calculation which provides an insight on how the profit sharing with the OC works. It is only a sample and should not be relied upon. The numbers shown herein may vary from the example provided herein depending on the type of car chosen, term of contract and other variables.

Note: OC who receive income must lodge a tax return, or alternatively greensharecar<sup>™</sup> can provide credits to the OC which can be utilised towards the following mandatory property reports in accordance with the OC Act 2007 or general maintenance

- 1) Maintenance Budget Plan
- 2) Insurance Reinstatement Valuation
- 3) Common Property Defects Report
- 4) General Maintenance of the Common Property

#### Share Car Use Examples within a Development Exclusive Use

Car Type Refer to Car Index – Preferred	**Car Value On Site	Share Car Hourly Rate	Monthly OC Commitment 100% Of Car Holding	Monthly OC Members Share Car Use (Hours)	Monthly Car Share Income	Monthly OC Commitment	% Of Profits Paid To OC	Monthly OC Share of Profits
cars			Costs					
2	\$24,990	\$12	\$1,847	0	\$0	\$1,847	20%	\$0
2	\$24,990	\$12	\$1,847	180	\$2,160	\$0	20%	\$62
2	\$24,990	\$12	\$1,847	360	\$4,360	\$0	20%	*\$495
3	\$41,418	\$15	\$2,354	0	\$0	\$2,354	20%	\$0
3	\$41,418	\$15	\$2,354	180	\$0	\$0	20%	*\$70
3	\$41,418	\$15	\$2,354	360	\$5,400	\$0	20	*\$610

\* Calculated on average income over a 12 month period

\*\* Car value will determine the monthly OC commitment. The lower the car purchase price, the lower the fee. Price is in line with expected date of development program. CPI or other increase has been allowed.

## Generally 5 hours average use of the share car daily will result in the OC having the share car at NO COST.

#### OC or Strata Plan Savings Exclusive Use

Car Type Refer to Car Index – Preferred	**Car Value On Site	Building Size Number Of Lots in OC or Strata Plan	Monthly OC Members Share Car Use (Hours –	Monthly Profit Share to OC or Strata Plan	% Of Profits Paid To OC	Annual Profit Share to OC or Strata Plan	Annual Profit Share to OC or Strata Plan per lot	Monthly OC Share of Profits
cars			Monthly)					
2	\$24,990	50	360	\$864	20%	\$10,368	\$207	\$0
2	\$24,990	100	360	\$864	20%	\$10,368	\$103	\$62
2	\$24,990	200	360	\$864	20%	\$10,368	\$52	*\$495
3	\$41,418	50	360	\$1,080	20%	\$12,960	\$259	\$0
3	\$41,418	100	360	\$1,080	20%	\$12,960	\$130	*\$70
3	\$41,418	200	360	\$1,080	20%	\$12,960	\$65	*\$610

# What is included in the greensharecar<sup>™</sup> service?

The greensharecar<sup>™</sup> service is a fully managed solution. Once installed into a site, there are no requirements of the car park provider. greensharecar<sup>™</sup> provides a new, fully insured vehicle with GreenSmartCard and GPS tracking technology installed. Each GreenShareCar comes with fuel cards and e-tag management, vehicle cleaning, maintenance, 24/7 roadside assistance, accident management and damage repair. In addition greensharecar<sup>™</sup> provides member screening and management, online booking and billing system, 24/7 phone and email customer support.

## Benefits for Developers

Having greensharecar<sup>™</sup> onsite can get the developer reduced parking requirements (up to 10 car spaces are being omitted from normal requirements in overseas developments for one share car space provided). This may vary depending on the location of the development and individual council requirements. It can offer your potential buyers the best alternative to owning a car in Melbourne: it lets them save money they can put back into their purchasing budget.

## Benefits for Property Managers

By partnering greensharecar<sup>™</sup> you can provide your tenants and OC members with a value-added benefit of having greensharecar<sup>™</sup> cars available to them right in their building and the added possibility that with high greensharecar<sup>™</sup> use, each OC member will save OC fees.

## Car Use by Authorised Persons

The GreenShareCar will only be used by the occupiers of the building and any other person authorised by the owners' corporation (OC) or any other person who the OC manager may authorise form time to time. All persons who wish to use the share car must first become members of greensharecar<sup>™</sup> in order to access the exclusive car or its dedicated car park. All potential uses of the share car will be required to complete an online Application Form, and once approved by greensharecar<sup>™</sup> it will form the contractual obligations between greensharecar<sup>™</sup> and the individual member in respect to the use of the exclusive car.

## In Conclusion

greensharecar<sup>™</sup> is invested in the development of a unique program which will serve the residents in your development with a viable option of transport that will prove less expensive, more convenient, and will create less impact on the environment - on the roads and also in our biosphere. With greensharecar<sup>™</sup> supplying the latest in share cars within an organised system of infrastructure, assignment and accountability, we will be helping Australia reduce its carbon footprint, save money on associated costs of owning a car or two, ease traffic congestion, and also have the use of a car only when needed and at minimal expense.

greensharecar<sup>™</sup>'s methodology encompasses the ability to gather and distribute important information to all stakeholders/users of car share programs, and to assist in furthering a better understanding of the impact of car sharing in Australia. Understanding the overall influence of employing energy efficient and environmentally safer cars will help those responsible for the continuing improvement of our way of life to make long range plans and provide avenues of support and empowerment to a range of industries who implement the programs. Ultimately, it's a win-win situation for all stakeholders.



greensharecar<sup>™</sup> is destined to become Australia's Number 1 choice in high density developments with our unique software and in car technology and our broad understanding of property related services.

#### Unique to greensharecar<sup>™</sup>

- 1. Individual hire rates are set by the developer or strata plan
- 2. No annual membership fees
- 3. Largest fleet of cars to choose from
- Most efficient fleet of cars which are replaced every 3 years and fully maintained
- Members have the ability to extend hire bookings with our on-board computer keypad
- No lost fuel cards; automatic notification to member and greensharecar<sup>™</sup> with in 60 seconds after the booking ends; automatic SMS to member and email to greensharecar<sup>™</sup> if card is not returned to its holding slot
- 7. GPS tracking for extra security
- Detailed transaction activity statements and tax invoice emailed monthly to members

- 9. World's first insurance cover to cover all member drivers, with comprehensive excess options to suit everyone - for example, eliminate excess to \$0 with the payment of an additional \$1 per booking hour
- 10. greensharecar<sup>™</sup> is a division of the Roscon Group of Companies with extensive property-related services for the strata industry since 1986.
## greensharecar<sup>™</sup> Company & Contact Information

JP Just Properties International Pty Ltd Trading as greensharecar™

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Add

VicRoad Guidelines on Car Sharing

### **Reducing Car Dependency**

Not everyone can use a public transport service for all of their trips. But getting an increased percentage of trips onto public transport has benefits for the whole community. Reducing our car dependency is a cornerstone of most modern planning objectives. Improved health, reduced stress and less wasted time are benefits that most people can get from reduced car dependency.

## Car Sharing Organisations Should Receive Financial Government Assistance

greensharecar<sup>™</sup> commenced its operations in Melbourne in late 2009. It has invested to date over \$2 million dollars and will require another \$10 million to take the company nationally. There are similar companies who have, in the past, achieved funding - for example Bishop Austrans Pty Ltd, which was funded in February 1999 by the Commonwealth Government's Department of Industry, Tourism and Resources. Austrans was awarded an AU\$14.3 million research and development grant. At the time it was the largest grant awarded by the Industry Research and Development Board. The 5-year term of the grant finished in January 2004.

Austrans is an ultra light rail, driverless, public transport system. Its combination of new technology and established practices produces a practical and cost effective system with unique performance capabilities. The concept has been developed and tested - so Austrans is not a system for the future; it is a system for today. Austrans is based on relatively small vehicles (that can carry between 9-18 people) which operate on a separate guideway. Vehicles are driverless, are electrically powered, and provide passengers with carlike performance, access and comfort. Its greatest strengths are the vehicle frequency (initially up to one every 15 seconds), the low cost of construction and operation, and very low environmental impacts.

## A GreenShareCar Can Save the Government Money

Climate change poses risks to government, communities and businesses in the future. However, the response to the climate challenge also creates new opportunities. greensharecar<sup>™</sup> is responding to these challenges now.

Governments must achieve broad community and financial objectives from a transport system. Because a public transport system is seen as a public service, the benefits arrived at from car sharing is that there is no immediate cost of additional infrastructure required to be built by the government; it uses the current infrastructure and all the things which we have now. Car sharing is fully funded by the car sharing organisations, thus minimising the drain on public budgets (both construction and operating). The only thing the government needs to contribute is FREE public car parking kerbside stations.

A carbon offset is any project that indirectly reduces green house gas emissions at one source by investing in GHG emissions reductions elsewhere. Offset products most typically involve projects that invest in renewable energy, energy efficiency, and any scheme where it can achieve a reduction in carbon dioxide emissions or reforestation. Offset credits can be purchased from an offset scheme provider or generated from your own projects. For more information please see the Offset Step of the EPA's Carbon Management Principles. Companies are exploring carbon offsets in response to regulatory requirements as well as voluntary commitments. On the regulatory side, offsets help companies cost-effectively achieve GHG reduction targets such as those which are required in the European Union Emissions Trading Scheme. Australian companies may also have reduction targets in the future as part of an Australian Emissions Trading Scheme.

It was interesting recently to read an article in the Herald Sun (22 September 2010) by Matt Johnston. The article stated that the Victorian Government, through its Department of Sustainability and Environment (DSE), paid taxpayers' money, in the order of \$500,000 per annum, to organisations - such as Citola Resources, Greenfleet Australia, and the Water and Carbon Group - for carbon offsets for its government car fleet's carbon emissions. This was an attempt by the Victorian Government to reduce its impact on the environment. This "vehicle offset program" is supposed to wipe out about 30,000 tonnes of greenhouse gas emissions.

EPA Victoria and its partner RMIT's Global Sustainability have created a website to fully explain how carbon offsets work. Although offsets can contribute much-needed investment to emission reduction projects, in many cases, avoiding or reducing on-site emissions can have better financial and environmental outcomes. For this reason alone tax payers' money could better be spent in reducing the current Victorian Government's 8,800 estimated car fleet to electric hybrids cars and use GreenShareCar technology for those government cars – "the pooled cars" - which are used by different drivers.

## How Share Cars Can Reduce Carbon Pollution

It is well documented that one share car as at 2010 will eliminate 15 privately owned cars. (Figures are based on the average km driven per year of 22,000 km)

If the government changed its entire car fleet to electric hybrids it would wipe out about 320,000 tonnes of greenhouse gas emissions. Or if the same government investment of \$500,000 was used to underwrite GreenShareCars into existing high density developments to assist building occupiers to kick the car habit or to educate about driving more innovative and sustainable forms of transport (such as electric hybrid cars), the \$500,000 will support to underwrite 20 electric hybrid cars into 20 different locations on an annual basis. The investment could be recouped by the government if the occupants of those buildings used the cars frequently.

Government purchasing carbon offsets is an easy way to be seen as "green" but has no direct community benefits. Purchasing carbon offsets is a complicated process which the ordinary tax payer doesn't understand. Give tax payers something that they can feel and see - greensharecar<sup>™</sup> is ready to cut greenhouse gas emissions right now.

Car sharing is not a high profit business. In order to keep the hourly rental rates low and to have affordable car parking, bays need to be provided either by councils in public areas or by strata plans in high density developments. One of the main reasons why car sharing is so much cheaper than using taxis and can also be cheaper than public transport is if the share car is pooled. One of the largest costs to any car sharing organisation initially will be the ability to convey the car sharing concept to the community who is most likely to use the share cars. One of the best ways to initially reach potential car share members is to target public transport stations, tram & bus stops throughout the inner city areas; most users of public transport in the inner cities use public transport to get to work, but many may still own a car which sits at home unused for most of the time.

The Department of Sustainability and Environment (DSE), Department of Climate Change, or any other government department or green organisation or any other Australian company who wants to contribute to reducing enormous amounts of CO2 emissions now, can do so by becoming official greensharecar<sup>™</sup> sponsors. All sponsors will be listedd at the bottom of the billboards and/or posters and further acknowledged on the GreenShareCar<sup>™</sup>

Number of greensharecar® cars	Number of Cars taken off Melbourne's roads	Toyota Yaris CO2 emissions per year	Average 4cyl Vehicle CO2 Emissions per year	Total CO2 emissions saved per year in Tonnes (approx) (4cyl Vehicle)	Average 6cyl Vehicle CO2 Emissions per year	Total CO2 emissions saved per year in Tonnes (approx) (6cyl Vehicle)
1	15	3124 kg	4114kg	59	5544kg	80
32	480	3124kg	4114kg	1,874	5544kg	2,561
100	1,500	3124kg	4114kg	5,858	5544kg	8,004
1,000	15,000	3124kg	4114kg	58,586	5544kg	80,036

website.

GreenShareCar<sup>™</sup> is real and is delivering carbon dioxide reductions immediately into our community. Every GreenShareCar in our community will eliminate 15 privately owned cars off our roads. That's got to be good for future generations!

## New Urbanism - What is It?



New urbanism is an urban design movement, which promotes walk-able neighborhoods that contain a range of housing and job types. It started in the United States in the early 1980s and continues to reform many aspects of real estate development and urban planning.

New urbanism is strongly influenced by urban design standards prominent before the rise of the car and encompasses principles such as traditional neighborhood design. The organising body for New Urbanism is the Congress for the New Urbanism, founded in 1993. Its foundational text is the Charter of the New Urbanism, which says:

We advocate the restructuring of public policy and development practices to support the following principles: neighborhoods should be diverse in use and population; communities should be designed for the pedestrian and transit as well as the car; cities and towns should be shaped by physically defined and universally accessible public spaces and community institutions; urban places should be framed by architecture and landscape design that celebrate local history, climate, ecology, and building practice.

It is well established that people living in a modern city have a significantly smaller impact on the environment. Those living in cities have a reduced or eliminated need for a car and a heavier reliance on walking, cycling, and public transport. Land in dense urban areas is also more efficiently used than in suburban or rural areas which require an enormous amount of infrastructure to service. Further, in apartment buildings, or shared dwellings, as well as many other aspects of city living, there is a sharing of common goods and services. A thousand people can share the same small park, rather than each have a lawn. Occupiers in a high density building can lower their heating costs by sharing walls, effectively only needing to heat one sixth as much as a person in a standalone structure of the same size - one of the major reasons why share cars in high density developments will in the future be a pre-requisite demanded by purchasers of high inner city developments and new outer suburban land subdivisions. The first visionary land developer to introduce the car sharing scheme into their land subdivision will lead other land developers who will follow because purchasers will see the car sharing scheme as a means to save money, a reason to forgo ownership of a second car, and to obtain a more disposable income purchasers. In Victoria, VicUrban should be setting the example because car sharing is an innovative and sustainable form of transport - which is the whole purpose of the establishment of VicUrban ("to lead not follow").

In Australia there is a group now calling themselves the Australian Council for New Urbanism (ACNU) with alliance with Australian and New Zealand practitioners, who are working together to improve the quality and sustainability of our urbanism. The group welcomes urban designers, architects, planners, regulators and government leaders, engineers, developers and builders, financiers and investors, educators and students, as well as citizens who care about their built environment, their resultant quality of life, and sustainability. We are an expanding tent with sometimes divergent and strongly held points of view about how best to achieve our goals. The ACNU advocates and practices from committed values about urbanism and Australia's future. The Group holds congresses, study tours and other initiatives. More information is available on www.acnu.org

## Councils Say They Support Car Sharing - But Do They?

City elected councillors say they support car sharing and so do the administration staff of councils, however our experience to date tells us otherwise, for example, greensharecar<sup>™</sup> made submissions in Melbourne to the cities of Melbourne, Stonnington, Port Phillip, Moreland and Yarra on or about the beginning of May 2010. As at 22 September 2010 no formal approvals were received from any of the councils.One of the major reasons why councils are reluctant to approve prime car parking spaces in kerbside street parking is the fear of loss of revenue from the parking meters. Parking meters were originally designed to allow car drivers the opportunity to find a car park in areas where demand for parking spots is high. This way other drivers have the opportunity to park in these high demand parking bays with restricted times. Essentially parking meters serve the community well; the meters were never originally designed to be purely for the purpose of raising additional revenue for councils.

The City Of Melbourne claims that one car parking bay in the CBD generates income to the tune of \$10,000 per annum (see Appendix 2 and 3) which confirms these amounts. However what councils fail to see is that in inner cities there is an influx of high density residential buildings which were never there when the parking meters were first introduced. The residents flooding into into these buildings are demanding amenities within the CBD more supermarkets, restaurants, bars, gyms, doctors, dentists, 24/7 convenience stores as well as share cars – the latter because living in the CBD or close to the CBD doesn't warrant direct car ownership.

Additionally, buildings of the future will not provide car parking facilities for building occupants.

With the influx of new high density developments other benefits (such as greater rate revenue) are being delivered to councils, with little additional expense from councils. The majority of rates are normally taken up by the large expense imposed on councils to collect the waste every week from the rate payer. However this is not the case in inner city high density developments because councils ensure at a development's planning stage that all waste be self managed within the owners' corporation and at their expense. In addition to the extra income from property rates, there are substantial payments made to councils by the property developer when the council issues a compliance certificate to the developer upon completion of the development. These payments can be, for example, from a development site where a building sits might have a value of say \$5 million dollars. The developer would need to pay the council 5% open space contribution on the \$5 million. In this case that payment would be \$250,000. On a site of \$15 million, the payment to council would be \$750,000. At the end of the day, the purchasers of these properties are paying these taxes or levies but receive nothing back from the council in the way of amenities. For the reasons provided here, councils should not request payments from car sharing organisations for use of kerbside council-controlled car parking bays. All that will do is increase the cost of the share car hire which would result in less uptake of the scheme by the general public.

## Car Sharing Parking Bays Must Be Provided FREE

If councils are serious about implementing some of their own transport sustainability reports and wish lists into future sustainable transport options, car sharing is an innovative and sustainable form of transport. When the share car is pooled it's cheaper than taxis and public transport. The technology is here now and it can tackle road congestion and also reduce car emissions now. It can be implemented by councils immediately at no cost to the councils except the loss of some meter parking revenue which is being offset many times over by additional income from the influx of high density developments in the inner cities. Upon a request from a car sharing organisation for additional parking bays, the council should approve those parking requests within 30 days. There should never be a limit on the number of car sharing spaces. If a car sharing organisation makes an application for more spaces it indicates that there is demand for the service from the general public and these demands must be met by government - after all, the public decides who the government of the day will be, so failure by those empowered with the responsibility will be removed at the earliest opportunity if they fail to deliver amenities which are in demand by the general public.

Car sharing is an innovative and sustainable form of transport. It fills the mobility gap between other forms of transport, and is no different to privately owned taxis and buses that are provided with prime location bus stops and taxi ranks at no cost to the operators. Councils must provide all car sharing stations FREE of charge to the car sharing organisations. Kerbside parking is a public space: users of share cars are members of the public.

## Why is Car Sharing Almost Unknown in Australia?

It is my estimation only that only about .1% of the Australian public knows about car sharing in Australia. That means approximately 22,500 people are aware that car sharing exists in Australia; the remaining 99.99% of Australians do not know car sharing even exists. It is a fact that some overseas car sharing organisations are too frightened to advertise their services because they simply can't handle the volume of customers wanting to utilise the service. Yet in Australia the majority of the public doesn't know that this service is available. Why is this - especially as car sharing is proving overseas to be the best thing since cars were invented? Car sharing is fast becoming mobility revolution of the 21st century.

So what has been the problem here in Australia? The main reason the majority of Australians are not aware of car sharing is the poor branding of the share car organisations which existed before greensharecar<sup>™</sup>, coupled with poor support from governments at all levels, lack of parking support from councils, lack of funding to promote the scheme, and lack of prominent public spaces being made available by council. Basically the current share car operators have been operating in Australia under cover with some limited public car spaces provided by councils to these organisations in scattered locations. The share cars are not visibly recognisable due to very small sign written branding on their cars. Share cars in public areas should be no different to taxi ranks; everyone in Australia knows that taxis exist and also know the purpose they serve. In the future, share cars will outshine taxis due to much



lower hire costs.

For car sharing to succeed in Australia it must have full government support at all levels. Since car sharing fulfils most transport sustainability wish lists, it must support car sharing organisations morally and financially. If car sharing fits well into our mobility options, well presented high profile parking stations need to be established similar to taxi ranks, with no less than two parking bays and no more than nine bays in any given location. Each share car needs to be fully branded and visible from a distance, so that it provides confidence to the public and is seen to be a mobility option available to the public. Share cars are cheaper than taxis and can prove to be cheaper than public transport if the share car is pooled.

## How Can We Eliminate Cars From the Road?

If governments at all levels are serious about addressing the effects of climate change, one way to eliminate cars from the road is to reward drivers who decide to kick the direct car ownership habit. Local governments who are at the forefront of this change provide a good starting place by discouraging many privately owned cars entering CBD areas, and by encouraging drivers to use other forms of transport - walking, bike, taxis, share cars and public transport. To achieve this goal, councils will be need to support car sharing organisations further by allowing low emitting share cars (currently using hybrid cars but in the future using full electric vehicles) the right to park in public kerbside car parking bays FREE of charge, and also increasing the current meter parking fees to offset this change.

These can be further funded from:

- The influx of more high density developments within the inner city by use of property development open space contributions paid by developers.
- 2) Introducing parking offsets levies for property developers who save money by providing less car parking spaces in their developments.
- 3) State and federal grants which are available now to address climate change. Climate Change Action Fund (CCAF) will help local government prepare for a low pollution future. Through the CCAF, the government is providing practical help and information to local government so that they can make the transition to a low carbon economy.

The Australian Federal Government has established the \$1.97 billion Climate Change Action Fund to provide targeted assistance to business, community sector organisations, workers, regions and communities, helping to smooth the transition to a low-pollution economy.

- The Climate Change Action Fund will operate over seven years from 2009-10 to 2015-16.
- The Climate Change Action Fund will assist:
- Small to medium sized enterprises and community sector organisations which may be impacted by the Carbon Pollution Reduction Scheme (CPRS)
- Specific industries, workers, regions and communities that may experience a concentrated impact flowing from the implementation of the CPRS

 Businesses that are not eligible for other forms of assistance associated with the CPRS, recognising that there may be other situations where assistance is warranted.

The Prime Minister announced on 4 May 2009 that \$200 million will be available through the Climate Change Action Fund in 2009-10 to support early action on energy efficiency. This will help Australian businesses and community organisations to save on their energy bills and deliver significant low cost carbon pollution reductions.

Early action activities will include:

- \$20 million for a business information package to provide advice to businesses on how the CPRS will work and what impacts and opportunities may arise
- Up to \$100 million for early action energy efficiency strategies for business, including energy audits, investment and information programs.
- Up to \$80 million for capital investment grants for businesses and community organisations.

Local government is in the forefront, facing the impact of climate change on communities. The Australian Government is assisting local government to research and refine how to best manage climate change.

## Vic Roads Supports Car Sharing

In a recent guide sent to all councils by VicRoads (see full guide in Appendix 1), VicRoads supported the car sharing concept. However in order for a car sharing organisation to function responsibly VicRoads must provide assistance to the car sharing organisations. When a member joins the car sharing organisation they do so on-line, completing the on-line application. The applications asks for details of the driver such as date of birth, drivers' licence number, address on the drivers' licence, and asks the applicants how many driving violations they have, and if they have ever been found under the influence, etc. The car sharing organisation doesn't get to meet its clients face-to-face to verify and check the licence photo against the holder of the licence. For this reason

VicRoads and all other Australian state licensing authorities must assist car sharing organisations to verify information supplied by applicants within a reasonable time (say 48 hours) of submission. The application form completed by the applicant provides authority to the car sharing organisation to access the driver's records.

## **Councils Remind Me of the BANK**

This is a copy of a letter I send one of my current banking business relationship managers. (I will not name the bank or the manager.)

#### Dear Bank Manager

I reflected on one of the comments you made yesterday where you said that the bank was unsure or didn't know much about the share car business. Interestingly, it brought back memories of my dealings with a banker back in 1989. I was part owner of a 3-storey CBD building which was ideal for conversion into 12 apartments. After having preliminary drawings done, I met with council who were at the time supportive of the idea and in fact encouraging developers to convert their non-leasable upper floors to apartments (back in 1989 apartments in the CBD was as rare as a GreenShareCar is today). The only thing that was missing at the time was funding from our bank. On submitting our application to the bank to fund the development, I still remember the words of the regional manager who said, "Who the hell would want to purchase an apartment in the CBD? There is no market out there for this type of development". Hence the development was shelved. The rest is history.

Councils do not understand the tidal wave which is coming: the waters may be calm now but the tidal wave has stated to roll and will surely be here soon, greensharecar<sup>™</sup> estimates that there will be over 25,000 share cars operating in Melbourne alone by 2028, with over 75,000 share cars operating throughout Australia by 2028 on kerbside street parking, and a further 25,000 share cars for the same period located exclusively in high density residential developments, hotels, airports, universities, corporate and government pooled car uses, and in new land subdivisions. Potentially 150,000 share cars will be operating throughout Australia by 2028, and eliminate over 1.5 million cars being added to our already congested roads. This would make the car sharing organisations the largest car fleet buyers in the country.

greensharecar<sup>™</sup> is a proven business model in the USA, Canada, UK, France, Germany, Italy, Spain and many more countries including three organisations in their early stages in Australia - one in Melbourne and two in Sydney who are doing OK and achieving between 50% to 100% growth in their businesses annually. There are very few businesses in Australia that can claim this growth.

## If Dreams Can Raise Capital So Should greensharecar™

The Royal Automobile Club of Victoria (RACV) announced it is investing \$2 million in Better Place Australia. (See news release below)

#### SUNDAY, 21 MAR 2010

RACV invests in Better Place to drive electric vehicle uptake

Broad strategic partnership and financial investment

The Royal Automobile Club of Victoria (RACV) today announced it is investing \$2 million in Better Place Australia, the leading provider of electric vehicle services and infrastructure.

"This strategic investment in the Better Place project is a demonstration of RACV's commitment to sustainable transport technologies," said Brian Negus, RACV General Manager Public Policy.

The forward-looking partnership between RACV and Better Place Australia could include charge spot installations at RACV properties, joint marketing initiatives, roadside assistance services as well as insurance cover. RACV will also engage in other joint initiatives to help Australians move towards increased adoption of renewable energy powered electric vehicles.

Better Place Australia recently announced it had raised \$25 million in its initial funding round. RACV joins other seed investors including Lend Lease's venture capital business, ActewAGL, the Canberra-based

electricity utility and several private investors. In January 2010, Better Place globally announced the raising of US\$350 million of new equity financing from an investor consortium led by HSBC Group. "RACV members continually tell us they are concerned about petrol prices and are increasingly looking for ways to cut the environmental impact of driving. Both of these issues can be addressed by electric vehicles powered by renewable energy. As Better Place is the leading provider of infrastructure and services for renewable energy powered electric vehicles, we are very pleased to be working together to make these opportunities a reality for RACV members and the wider community," said Brian Negus. Evan Thornley, CEO, Better Place Australia said "RACV is one of Australia's most trusted brands representing more than two million Victorian members. They have taken a leading stance with their corporate environmental policies, and are now part of an important coalition of leaders from the automotive, energy, property and environmental sectors helping to speed Australia's progress towards a sustainable transport model." "This investment places RACV at the forefront of the global shift to provide the community with sustainable and cheaper transport alternatives," Mr Thornley said.

#### "Better Place" Who are they?

A sustainable electric automotive solution is vital to economic opportunity, energy independence and a cleaner planet. Never have the prospects been better. Consumers are enthusiastic about the shift to electric vehicles (EVs) and their potential to eliminate exposure to surges in gas prices, foster new job opportunities, and reduce CO2 emissions and improve air quality. Governments are increasingly supportive as they look to stimulate weakened economies and improve trade balances. Automakers are developing an increasingly diverse range of new electric powered vehicles in hopes of revitalising exceptionally weak consumer demand.

Better Place delivers the network and services that make an electric car affordable to buy, easy to use, and amazing to own. Subscription packages give drivers access to a network of charge spots, battery switch stations and systems that optimise the driving experience and minimis environmental impact and cost.

Electric vehicles offer a superior driving experience, delivering instant torque and smooth acceleration in an ultra-quiet environment.

The electric car is becoming inevitable. Nearly every major automaker has an active program to develop and introduce EVs, ultimately providing the consumer with a broad range of options. Better Place is currently working with the Renault-Nissan Alliance, which will be among the first to introduce EVs, and is also in discussion with major auto manufacturers around the world.

These electric vehicles will be distinctive in more respects than their zero tailpipe emissions. EVs inherently provide instant torque, delivering smooth, seamless acceleration. EVs also offer ultra-quiet operation. And since these cars typically have half the moving parts of their gas combustion engine counterparts, lower maintenance costs are expected. All this means that in the coming decade, EVs will be at the centre of mainstream personal transportation.

Have a look at the website of "Better Place" internationally and the Australian website. At this stage all "Better Place" is offering is a good business plan to take advantage of the electric car of the future. HSBC Bank in the US has recently announced a \$125 million investment in "Better Place". greensharecar<sup>™</sup> will also partner with organisations such as "Better Place" to facilitate the incorporation of electric vehicle recharging infrastructure into strata developments. The Roscon Group is in the best position to take advantage of emerging opportunities.

#### **Finally**

greensharecar<sup>™</sup> has positioned itself as a unique company offering services to property developers who are increasingly opting to make a car sharing company part of their developments. greensharecar<sup>™</sup> will assist developers in keeping the number of car parking bays which would ordinarily be provided down to a minimum. Just recently major inner city councils, including Melbourne, around Australia have announced publicly they will reduce the number of car spaces in inner city developments down to a minimum with the implementation of a share car on the site.

greensharecar<sup>™</sup> in 2011 will raise funds from private investors or by way of public listing for its Australia wide expansion. If a public float is considered, the company will trade under GreenShareCar Limited.

Yours truly,

Paul Cumamudo CEO greensharecar™



## Table of Contents

- Introduction
- Climate Change Action Fund
- Assistance
- Background
- greensharecar Protecting our Future
- Corporate Profile
- Who is greensharecar?
- What is Car Sharing?
- Short-Term Use
- Program History
- The Positive Impacts of Car Sharing
- Share Car in High Density Apartments
- How it Works?
- Better Options for Melbourne
- greensharecar Branding
- Car Sharing Around the World
- Understanding Travel Behavior Changes
- Car Locations
- Council Website Supporting Car Sharing
- Car Sharing Internationally
- Car Sharing in Australia Guide for Town Planners & Architects
- Conclusion

"The challenge of adjusting to a carbon-constrained world lies in adopting sustainable principles as a key driver for investment decisions..."

### Introduction

This guide has been prepared by greensharecar<sup>™</sup> to assist local governments in making their municipality environmentally friendly. greensharecar<sup>™</sup> provides share vehicles to your municipality at absolutely NO COST TO COUNCIL. This simple solution can reduce demand for resident owned cars which will in turn help ease traffic conditions on Melbourne's roads. We can provide share cars within your municipality for exclusive use 24/7 by the individuals once they become a greensharecar<sup>™</sup> member.

The main objective of this proposal is to offer a means and an incentive for individuals and local residents to travel to and from the area using a GreenShareCar as an economical alternative to either their infrequently driven owned vehicle or second vehicle. Residents who become members of greensharecar<sup>™</sup> will not be required to pay additional costs for insurance, petrol and general car maintenance. This eliminates the need to own a vehicle which may get negligible use. All this contributes to helping the environment by cutting green house gas emissions and ongoing maintenance costs.

Our company wishes to place a total of 21 share cars within your municipality commencing immediately. We have identified the CBD/Docklands/Southbank as requiring 13 share cars, East Melbourne/ Carlton with 5 share cars, and Parkville/ North Melbourne/Flemington with 3 share cars.

#### **Benefits for the Municipality**

Car sharing has been active since 1999 in the USA and Canada. Car sharing is somewhat new to Australia. Melbournebased CEO and founder of greensharecar<sup>™</sup>, Paul Cummaudo, has carried out extensive research into car sharing organisations internationally and locally.

Paul Cummaudo has also consulted with US and European car sharing consultants and those companies who support the industry within car technology and reservation and billing software which is required to run a proficient car sharing organisation. All consultants and companies, who greensharecar<sup>™</sup> has consulted, have been involved with the car sharing industry since its initial beginnings.

Climate Change Action Fund

The Australian Federal Government has established the \$1.97 billion Climate Change Action Fund to provide targeted assistance to business, community sector organisations, workers, regions and communities, helping to smooth the transition to a low-pollution economy.

The Climate Change Action Fund will operate over seven years from 2009-10 to 2015-16. It will assist:

- Small to medium sized enterprises and community sector organisations which may be impacted by the Carbon Pollution Reduction Scheme (CPRS)
- Specific industries, workers, regions and communities that may experience a concentrated impact flowing from the implementation of the CPRS
- Businesses that are not eligible for other forms of assistance associated with the CPRS, recognising that there may be other situations where assistance is warranted.

The Prime Minister announced on 4 May 2009 that \$200 million will be available through the Climate Change Action Fund in 2009-10 to support early action on energy efficiency. This will help Australian businesses and community organisations to save on their energy bills and deliver significant low cost carbon pollution reductions.

Early action activities will include:

- \$20 million for a business information package to provide advice to businesses on how the CPRS will work and what impacts and opportunities may arise
- Up to \$100 million for early action energy efficiency strategies for business, including energy audits, investment and information programs
- Up to \$80 million for capital investment grants for businesses and community organisations

Together, these measures will contribute to Australia's comprehensive climate change response, and help businesses and community organisations prepare for the

### CPRS.

Email: ccaf@climatechange.gov.au

#### Local Government

- All greensharecar<sup>™</sup> vehicles are environmentally friendly - meaning they emit less carbon dioxide
- They reduce the demand for on street parking.
- They contribute towards reducing the environmental impact within your municipality.
- They can reduce car congestion.
- They can reduce overall car usage.
- They can add value to the area, by providing an amenity to the community.
- They are cheap, green and an easy alternative to car ownership.
- They are designed to fill the mobility gap for communities who live in medium and high density areas and who walk, cycle and use public transport but may still have a need for occasional car travel.

Local government is in the forefront, facing the impact of climate change on communities. The Australian Government is assisting local government to research and refine how to best manage climate change.

#### **Climate Change Action Fund**

The Climate Change Action Fund (CCAF) will help local government prepare for a low pollution future. Through the CCAF, the government is providing practical help and information to local government so that they can make the transition to a low carbon economy.

#### Assistance

Every GreenShareCar will potentially take 15 privately owned cars off the

road. This would equate to a reduction of CO2 emissions by 120,296kg / year. greensharecar<sup>™</sup>'s initial fleet in Melbourne will consist of 32 cars which would equal to a reduction in CO2 emissions of 80 tonnes/ year and will potentially eliminate 480 cars from Melbourne streets.

greensharecar<sup>™</sup> is looking towards acknowledging its sponsors by placing the sponsoring organisations logo on its fleet of cars. Each GreenShareCar placed on the streets will have a base breakeven cost of approximately \$1,795 per month. We wish to place a total of 21 cars within the City of Melbourne which equals to a total cost of \$37,695 per month or \$452,340 per annum.

The Australian Federal Government has provided the necessary resources and funding to local government to help implement projects that will reduce and assist those individuals and businesses who are actively working towards meeting the objectives in the Carbon Pollution Reduction Scheme (CPRS). A GreenShareCar meets and exceeds the (CPRS) guidelines.

greensharecar<sup>™</sup> proposes that the funding of underwriting the above mentioned street located cars, be financed from the Climate Change Action Fund, whereby the per month cost above would be paid to greensharecar<sup>™</sup>. Each time the car is used, every dollar earned would go back to the appropriate fund and or council offsetting the monthly cost to underwrite the cars. This would continue until the council reaches its break-even point (equating to the monthly amount paid to greensharecar<sup>™</sup>).

We would appreciate a formal response from your council with regards to the above funding status.

Number of	Number of	Toyota Yaris	Average 4cyl	Total CO2	Average 6cyl	Total CO2
GreenShareCars	Cars taken off	CO2 emissions	Vehicle CO2	emissions saved	Vehicle CO2	emissions saved
	Melbourne's	per year	Emissions	per year in	Emissions	per year in
	roads		per year	Tonnes (approx)	per year	Tonnes (approx)
				(4cyl Vehicle)		(6cyl Vehicle)
1	15	3124 kg	4114kg	59	5544kg	80
32	480	3124kg	4114kg	1,874	5544kg	2,561
100	1,500	3124kg	4114kg	5,858	5544kg	8,004
1,000	15,000	3124kg	4114kg	58,586	5544kg	80,036

## Background

Our planet is in trouble. Human activity is altering the composition of the atmosphere, creating climate change. The impacts are going to be dramatic and far reaching – socially, economically and environmentally.

World leaders are calling for carbon taxes and reductions in overall carbon emissions of 60%-80%. Achieving these targets is going to be extremely challenging and will require the adoption of new ways of thinking. The challenge of adjusting to a carbon-constrained world lies in adopting sustainable principles as a key driver for investment decisions.

## greensharecar<sup>™</sup> - Protecting Our Future

greensharecar<sup>™</sup> has placed itself as an alternative means of transport, using low emission cars in its fleet. greensharecar<sup>™</sup> has been established to contribute towards this change. Our vision is to operate a fleet of green cars which will reduce road congestion and lower the demand for parking spaces in inner cities. greensharecar<sup>™</sup>r aims to have a fleet of cars with zero emissions by 2015.

greensharecar<sup>™</sup> is "climate-ready". Our members who support greensharecar<sup>™</sup> will be contributing to the climate change challenge. Our members will be delivering a message to the world and governments that alternative and sustainable car travel is here. One car can be shared by up to 30 people or more who live and work within 20km from city centres and close to public transport.

The in car technology and management software to manage the share car has made this possible. The technology is here now and greensharecar<sup>™</sup> is here to deliver it.

greensharecar<sup>™</sup> will specialise in delivering car share services to its members in the following environments:

- Council reserved allocated street parking spaces for exclusive use by greensharecar<sup>™</sup> members
- Residential high density buildings
- Commercial office buildings
- Shopping centres
- University grounds

- Hotel and hospitality industry
- Consultancy services at planning stages of high density property developments

greensharecar<sup>™</sup> aims to have a share car in all new developments of 20 apartments or more located within 20 km from the city centre. We will work in partnership with developers to achieve this outcome. Mr. Paul Cummaudo, greensharecar<sup>™</sup> CEO, believes his management team has the expertise in achieving these outcomes. We are well placed to deliver up to 150 share cars every year in Melbourne alone. With this number of share cars in the community, we estimate that 4,500 cars in the inner suburbs have the capacity to disappear from our streets on an annual basis.

Property developers and local councils will need to do their bit to achieve these figures. By working together, these outcomes are very achievable. It will also require community awareness and co-operation with existing building owners.

Our commitment is to ensure long-term sustainability. greensharecar<sup>™</sup> will ease traffic congestion and supply sensible mobility alternatives to individuals and organisations and the communities in which we operate, by creating practical frameworks that reduce pressure on the environment.

#### **Corporate Profile**

## About greensharecar<sup>™</sup>

#### **Our Technology**

greensharecar<sup>™</sup> offers world leading, incar technology with complete enrolment, membership and fleet management, real time online and iPhone reservations, billing system, vehicle technology integration, trained 24/7 call centre, Fleet Management, Maintenance, Insurance, Bookings, Billing, GPS, Data collection, Infrastructure, Vehicles, Parking locations supplied by Local Government, Cooperation with Vehicle Manufacturers and User Interface Software.

#### Who is greensharecar<sup>™</sup>?

greensharecar<sup>™</sup> is part of The Roscon Group of Companies who specialise in providing property-related services to the strata industry. We are active members and financial sponsors of OCV Owners Corporation Victoria and members of NCTI National Community Titles Institute. We specialise in servicing the property industry with strata management, real estate consultancy, maintenance and reporting requirements. The Roscon Group of Companies operations have been established in Melbourne since 1987. From our beginning Roscon has extended its service capabilities into property maintenance, facilities management, waste collection and all other property related management services.

Managing Director Paul Cummaudo has been involved in a number of industries in his early career, ranging from public transport to new car fleet sales and the real estate industry since the '80s. As a developer and builder, Paul has also been involved in very successful developments and therefore has a full understanding of property related requirements.

greensharecar<sup>™</sup> is the Roscon Group's newest service offering. We believe it to be the perfect complement to our business, offering our members the option of renting cars by the hour or day. It is positioned as a cheap, green and easy alternative to car ownership. Membership includes both personal and business drivers and unlike traditional car rental companies, greensharecar<sup>™</sup> provides its members with petrol, insurance and access to vehicles 24/7. Car bookings by members can be made online or iPhone.

By providing a share car to specific municipalities, we hope to eliminate the need to own a second vehicle, which will ease traffic on Melbourne's roads. The main objective of this travel plan is to provide facilities and incentives that will assist owners travelling to and from the area to reduce their own car use and to employ alternatives. Members will also contribute to helping the environment by cutting their green house gas emissions.

#### What is Car Sharing?

The principle of car sharing is simple: Individuals gain the benefits of private vehicle use without the costs and responsibilities of ownership. Rather than owning one or more vehicles, a household or business has access to a fleet of shared cars on an as-needed basis. Individuals gain access to cars by joining greensharecar<sup>™</sup>, which maintains a fleet of cars which are parked in designated spaces in a network of locations.

Members are typically charged each time they use a car. Participants must be approved members of greensharecar<sup>™</sup>. Members are not required to carry any insurance of their own. Membership includes full liability and collision coverage on the company policy. Petrol, maintenance, and all car costs are paid by greensharecar<sup>™</sup>. Servicing is also included. Cars are equipped with a petrol card for use at any petrol filling retailer.

#### **Short-Term Use**

Because car sharing is a flexible alternative serving a variety of markets, our car sharing programs offer a variety of vehicles. Most members utilise the car sharing vehicles for short trips of 60 minutes to four hours; however, our program offers special rates for daily, overnight, and weekend rentals when longer trips are required. Vehicles can be reserved minutes or months in advance for specific blocks of time, online or by iPhone or personally calling a 24/7 reservation phone. Number Bookings by phone attract a surcharge.

Prices typically range from \$8 to \$14 per hour. Petrol is included for the first 150 kilometres. Thereafter, charges ranging from 20 cents to 30 cents a km apply, and higher rates are typically bundled with an allotment of "free kilometres". To use a car sharing vehicle, members simply walk to the car at the reserved time, use a wireless security GreenSmartCard (similar to a credit card) to unlock the door, and drive as usual. As the reservation ends, they return the car to its exclusive-use parking space, lock it with their GreenSmartCard, and walk away. An onboard computer together with GPS tracking collects and wirelessly transmits trip data, including petrol indicator. Charges are either automatically billed to the member's credit card or deducted from their bank account.

Car sharing is more cost-effective than owning or leasing a car, as it will be typically used less than 12,000 to 17,000 kilometres per year; depending on location (it is cheaper than taxis). The on-demand service can replace a household's second car or even make a car-free home feasible for those who don't need to drive every day.

#### **Program History**

People and organisations around the world are working to better manage the mix of travel modes they use to access the services and locations they need to participate in social and economic exchanges. Sustainable transport facilitates and the use of an integrated and sustainable mode mix can replace some private car travel. Sustainable modes include walking and cycling (nonmotorised modes) and taxis and mass transport (public transport) systems.

The transition to greater use of these more sustainable modes can be supported in a number of ways, and the combination of approaches is sometimes called mobility management (MM), or mode share management (MSM). Neither term is clearly defined but generally, each seeks to reduce reliance on travel by private cars by making a diverse array of public and private transport modes accessible by and affordable for urban populations; reducing congestion and increasing amenity in urban areas.

Car sharing is a strategy that seeks to meet the mobility gap between public transport and private motor vehicle travel. The concept of car sharing is multi-layered. In the primary layer, individuals gain the benefits of private cars without the costs and responsibilities of ownership.

Specifically, car sharing allows a member (such as a household or business) to access a fleet of shared cars and other types of motor vehicles as needed, paying a usage fee each time. This removes high fixed costs such as registration and third-party insurance, as most costs become both variable and lower. Cars are available to members more or less as required for any length of time (from one hour, up to several weeks or more) and at many points (dozens of locations inner city or even in other suburbs). So, instead of buying a car, people and/or companies, share a fleet of vehicles with usage costs dependent on the kilometres travelled and the period of time for which the vehicle is booked.

In the second layer, car sharing helps the

community reduce the number of trips and distances travelled by private cars. In the third layer, urban communities gain space for productive uses when space currently occupied by roads and parking is not expanded and communities also experience less air and noise pollution.

A third layer is the involvement of motor vehicle manufacturers and those who maintain vehicles, who play a vital role in many successful car sharing organisations. The manufacturers benefit by being able to demonstrate innovative fuel-efficient vehicles.

#### The Positive Impacts of Car Sharing

Car sharing offers a range of individual and community benefits. It serves as a "missing link" in the spectrum of alternative travel choices by filling the occasional service gaps left by other more environmentally friendly transportation modes such as walking, cycling, and transit. This increases the viability of a largely car-free lifestyle. Car sharing is a revolution in personal transportation - urban mobility for the 21st century. About 80% of Australians live in cities; of those who live close to the inner city greensharecar<sup>™</sup> anticipates that many of them simply don't drive enough to justify the expense and hassles of owning a car or second car - yet they can't give up the freedom of driving a car when they want to.

## Share Car in High Density Developments

Share cars attract and retain great tenants. Owner occupiers can eliminate the need for a second car or eliminate direct car ownership completely. Residential and business clients love it. Is there limited or no parking on site? The solution and convenience of greensharecar™ is here.

Building owners and tenants receive a personal electronic key to the GreenShareCar in your building. GreenShareCars are parked on-site. We can supply a large range of cars and it's up to the strata management or member committees to decide. We have Prius hybrids, Honda Jazz, Alfa, and many more or you name the car. Building residents simply reserve online or via iPhone, hop in, and drive from \*\$8/hr or as low as \*\$69/ day. And what about the \*\*\$12,000 annually members save from not owning a car or second car?

In Victoria greensharecar<sup>™</sup> provides the amenity ("the car"). Strata management or member committees provide the parking space. Together we market the "car facility" to all building residents and all new owners and tenants to promote the property as being environmentally mindful in helping save CO2 emissions. In addition greensharecar<sup>™</sup> can become a profit centre for the strata building owners. greensharecar<sup>™</sup> also has the capacity to reduce member contributions. greensharecar<sup>™</sup> is a win-win amenity for all building stakeholders.

Our fleet of cars parked in designated car parking spots around the municipality will work in conjunction with greensharecar<sup>™</sup>'s exclusive cars located in high density apartment developments; if a car is not available on the members building then the member has the option to simply go online to view the other greensharecar<sup>™</sup> locations.

### **Residential Buildings**

A GreenShareCar is ideally suited for exclusive use by building occupiers to residential apartment developments of 50 lots or more located within 20 Km from the CBD.

#### Or

A GreenShareCar is ideally suited for non-exclusive use by building occupiers to residential apartment developments of 50 lots or less (minimum 20 lots) located within 20 Km from the CBD. Car must be accessible 24/7 days by all greensharecar<sup>™</sup> members who live in the building or not.

## **Commercial Offices**

A GreenShareCar is ideally suited for exclusive use by building occupiers to commercial office buildings where 500 or more individual people work and must be located within 10 Km from the CBD. Car must be accessible 24/7 days by all greensharecar<sup>™</sup> members who work in the building or not.

#### Or

A GreenShareCar is ideally suited for non-exclusive use by building occupiers (car can be used by other members of greensharecar<sup>™</sup> who do not work within the building) to commercial office buildings where 500 or less individual people work and must be located within 10 km from the CBD. Car must be accessible 24/7 days by all greensharecar<sup>™</sup> members who work in the building or not.

### **Hotels & Resorts**

A GreenShareCar is ideally suited for exclusive use by in hotels & resorts, with more than 100 rooms, guests must apply on line and book the car online either through their own iPhone, personal computer or the hotels own computer, the hotels can charge a reservation fee if the hotel initiates the reservation through hotel personnel. Car must be accessible 24/7 days by all greensharecar<sup>™</sup> members.

A GreenShareCar improves visitors' experience of the city and the resort/hotel. greensharecar<sup>™</sup> is the first car-share service in Australia genuinely committed to offering cars which are friendly to the environment, and have a world leading technology platform which is perfect for the hospitality markets worldwide.

The GreenShareCar is conveniently parked on the property for easy access to its guests. greensharecar<sup>™</sup> uses hybrid-electric &, in the future, zero emission vehicles; selfservice technology allows for on-demand reservations & access from a guest's hotel room. Cost effective hourly rental for an allinclusive rate; Pay only for the time used and includes: petrol, insurance & with leading world on-board technology platform.

Greener transportation through car-sharing, reducing traffic & emission through shared mobility & clean-vehicle technology. greensharecar<sup>™</sup> introduces a more sustainable transportation alternative to Australia's travel & tourism industries.

## **Shopping Centre**

A GreenShareCar is ideally suited for non-exclusive use by shopping Centre Management for use by its tenants and other greensharecar<sup>™</sup> members to shopping centres where 50 or more individual retail tenancies exist. Car must be accessible 24/7 days by all greensharecar<sup>™</sup> members who work in the building or not.

## **University Grounds**

A GreenShareCar is ideally suited for

exclusive use by universities for use by its students and other campus staff who become greensharecar<sup>™</sup> members. Car must be accessible 24/7 days by all greensharecar<sup>™</sup> members.

#### Corporate

A GreenShareCar is ideally suited for exclusive use by corporate and commercial fleet management for use by its employees or contractors. Companies can cut FBT on all company cars by up to 100%? Whether you're a small business needing only a car or two, or a large company with a mixed fleet of hundreds, we can take the cost and headache out of managing your company cars. Leading organisations should have a sustainable transport strategy; greensharecar<sup>™</sup> is here to deliver it.

#### **Commercial Fleet Management**

We've developed an industry-first by hiring the car instead of direct ownership process to dramatically reduce FBT costs by up to 100% (based on all business only use) on all company cars. The days of novated leases, maintained operating leases or operating leases are a thing of the past. No more need for in-house staff to manage the fleet, you tell us the cars you require we deliver them you, pay just one monthly fee to us for the entire fleet. Receive monthly reports from us to identify all car movements, Km travelled, fuel used and the best thing about our cars is that you don't pay insurance, petro, registration or maintenance and all car costs are paid for by greensharecar<sup>™</sup> - 100%.

\*Rates are subject to change depending on time of day or week day selected.

\*\*RACV figures on car ownership costs based on a large car category: Ford Falcon with the following assumptions as at 2009 car value on road new \$41,659 average km travelled 15,000 km a year, takes into account depreciation, tyres, petrol, insurance, registration, scheduled servicing or small car category Ford Focus yearly ownership costs \$8,345.

### How it Works?

All greensharecar<sup>™</sup> vehicles will be equipped with top of the range technology ensuring it is a hassle-free experience for everyone involved. greensharecar<sup>™</sup> members will receive a swipe card allowing for easy access to the vehicles. They will first need to book the car which can be done online or by telephone. Car sharing provides flexible cars for an urban lifestyle. It allows for instant-access to a network of cars throughout the city, 24 hours-a-day, paying-per-trip, without commitment or inconvenience.

Book any time, day or night, up to a year in advance or at the very last minute! After

## For the same cost of direct car ownership you can drive a GreenShareCar as shown in this table

Outright car ownership costs per year	*Rate per hour	*Rate Per Day	Days per year	Hours you can drive per year	Hours you can drive per day	Full 24 hour days you can drive per year	**How many more Km can you drive with GreenShareCar
\$12,000	\$10	\$59	365	1,200	3.5	203	39,750
\$12,000	\$12	\$69	365	1,000	2.7	173	10,950
\$12,000	\$14	\$79	365	857	2.4	152	7,800

\* Rates vary on the type of car hired or time and day of the week the reservation is made rates subject to change without notice

\*\* greensharecar® allows up to 150 km per day at no additional cost

## If you drive 1 hour per day or 7 hours per week this is what you will save compared to direct car ownership when you choose to drive greensharecar®

Outright car ownership costs per year	*Rate per hour	*Rate Per Day	Cost to drive with GreenShareCar Per year	Hours you can drive per year	Hours you can drive per day	Savings per week	Savings per year
\$12,000	\$10	\$59	\$3,640	364	1 to 24	\$160	\$8,360
\$12,000	\$12	\$69	\$4,368	364	1 to 24	\$146	\$7,632
\$12,000	\$14	\$79	\$5,096	364	1 to 24	\$132	\$6,904

\*Rates vary on the type of car hired or time and day of the week the reservation is made rates subject to change without notice

a member has booked the vehicle, they will then go to the car and swipe their personal card across the windscreen of the GreenShareCar the doors will unlock automatically. The keys are in the car. Once a member has finished using the vehicle they return it to its designated car spot.

## **Better Options for Melbourne**

Here are some extreme actions from some cities around the world to address traffic congestion, pedestrian safety and pollution. greensharecar<sup>™</sup>'s vision is committed to providing the most up to date environmentally friendly vehicles which will provide social benefits to the communities in which we operate our car sharing business system will reduce the number of vehicles driven in our cities, ease the burden on the public road infrastructure and reduce greenhouse gas emissions and other pollutants. greensharecar<sup>™</sup> will protect and improve our environment, promote sustainable development, and conduct business affairs in a way that is socially responsible."

#### **Car Pooling**

greensharecar<sup>™</sup> is currently researching ways of how car pooling from outer suburban communities travelling to the CBD can work. Pool vehicles that seat 8 people are being investigated now. The way in which it could work is by the public registering an expression of interest - on the greensharecar<sup>™</sup> website - to car pool to different locations at set times in order to set up a new pool.

For example: a person might state that they want to go from Ringwood to City at 7a.m. each weekday. The system will need to match that request with other requests in a similar area, and a start and end destination. The system will allow for changes to the pool in case one person is sick or not able to join in that day. It will also allow for group charging. These vehicles will be parked within selected spaces in the CBD and other members will have access to these vehicles until such time as the pool is ready to make the journey home. On weekends the same vehicle would be made available to all greensharecar<sup>™</sup> members.

## One Way to Fight Traffic Congestion

greensharecar<sup>™</sup> aims to have a share car

in all new developments of 20 apartments or more located within 20 km from the city centre. greensharecar<sup>™</sup> will work in partnership with developers, town planners & architects to achieve this outcome. greensharecar<sup>™</sup> has a management team who has the expertise in achieving these outcomes. We are well placed to deliver up to 150 share cars or more every year in Melbourne alone. With this amount of share cars in the community annually we estimate that 2,250 cars in the inner suburbs have the capacity to disappear from our streets on an annual basis.

Mayor Considers Plan to Close Off Sydney CBD for Cars

### Mayor considers plan to close off Sydney CBD to cars

The Sydney CBD could become a haven for pedestrians and cyclists in the future, according to a draft 'memorandum of understanding' between Lord Mayor Clover Moore and NSW Premier Kristina Keneally, obtained by the ABC.

Reviving Ms Moore's long-held goal of making Sydney more pedestrian-friendly,



the plan calls for cars to be blocked from stretches of George Street, although buses and taxis would be allowed access. Traffic at Liverpool and King streets would be redirected to Kent and Castlereagh streets.

New 40km/h speed zones would be established across the CBD, with special 10km/h areas to be shared by pedestrians and cars and giving pedestrian's right-ofway. The plans, drawn up with the help of Danish urban designer Professor Jan Gehl (instrumental in pedestrian-friendly changes to Melbourne's CBD) have drawn the ire of NRMA President Wendy Machin.

Ms Machin said that redirecting traffic would only serve to redistribute congestion rather than reduce it. Speaking with the ABC, transport expert Dr Michelle Zeibots at the University of Technology Sydney, said that traffic will eventually settle as motorists respond to the changes by choosing not to drive.

THE MOTOR REPORT - FRIDAY, 14 MAY 2010

## The Most Dangerous Roads in the World

Shanghai's Puxi Viaduct, one of the largest and busiest interchanges in the world.

What is the one thing that can top a fourlevel interchange? How about a five-level interchange, like the Puxi Viaduct in



Shanghai, ranked fourth in Waze.com's list of the most complicated and dangerous roads in the world.

The time for planning is now and cities cannot continue to build larger freeways to accommodate the ever increasing number of vehicles. There are better options available now to discourage direct car ownership particularly to those drivers who live within the CBD or within close proximity. Electric cars of the future will not discourage car use but may even increase the traffic congestion. Congestion can only be eased by the reduction of direct car ownership.

## greensharecar<sup>™</sup> Branding

It is important that the community is made aware about car sharing. One of the best ways to do that is to display the concept of car sharing directly to potential users. As part of our street fleet where pedestrian traffic is high, we intend to advertise the car sharing concept in a green and friendly manner as demonstrated here.

We are also working with land property developers about the possibilities of including car sharing into outer suburban housing estates. One share car would be provided for every 200 residential homes in the estate. Based on our research, 15% of residences will try the share car concept which would equate to 30 greensharecar<sup>™</sup> members for every 200 homes. It is anticipated that 30 greensharecar<sup>™</sup> members will support one share car.

## greensharecar<sup>™</sup> Filling The Mobility Gap

## Car Sharing Around the World

There are over 600 cities around the world which have adopted car sharing as a means of reducing traffic congestion and car emissions.

The table below shows cities which we have chosen to compare to Melbourne

City	*Population	Estimate number of organisations involved in car sharing	Estimate number of actual share cars available for use	One Share Car Per Person
New York, USA	8,363,710	3	1,800	4,647
Manhattan & Brooklyn, USA	4,002,000	3	1,600	2,501
Toronto, Canada	4,753,120	2	500	9,506
Montreal, Canada	3,316,615	1	1,000	3,317
London, UK	7,556,900	4	2,000	3,778
Melbourne, Australia	3,371,888	2	90	37,465

Accurate as at 2008

## Understanding Travel Behaviour Changes

Over the past eighteen months, the Department of Transport and Metlink have conducted three waves of research looking at patterns of changing travel behaviour in Melbourne and other Australian capital cities. Specifically, the research has looked to quantify and investigate the segments of the market shifting from one mode to another. The first wave of the research was conducted prior to the global financial crisis (CFG), the second wave during the CFG and the third wave in August/September 2009 once the signs of economic recovery had begun. Comparative data from 2006 is also available.

The collection of several years of data allows some short term trends to be observed. Key findings include:

- 23 percent of Melbourne respondents decreased their car usage over the previous 12 months, while 18 percent reported increased usage. The 5 percent net decrease in car usage is lower than the 11 percent net decrease reported in 2008.
- 'Petrol prices' are still an important factor for people reducing their car

usage (nominated by 20 percent of respondents) but this is now matched by 'health and fitness' as the primary reason. 'Changing jobs' (reported by 17 percent of respondents) has grown importance, and sits at a comparable level to 'environmental concerns' (16 percent). A summary of the top eight responses to this question is provided in figure 1.

 There was no net change in public transport usage in Melbourne in the previous 12 months, with those people increasing their use (18 percent) balanced by those reporting decreased use. Of respondents reducing their use of public transport in the previous 12 months, 18 percent highlighted 'public transport being unreliable' as a main reason for their change.

## Council Website Supports Car Sharing

Councils should support the car sharing organisations by providing as many parking bays as a required to fulfil public demand. As more and more people discover the benefits of car sharing more share cars will need to be provided in our cities.



# Figure 1: Top eight reasons for decreased vehicle usage (Melbourne respondents – multiple responses allowed)



Add PDF City Of Melbourne Electric Vehicle EV Trial Letter from Minister requesting car parking allocations in Melbourne CBD