

Car Share Operation Policy

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1. Overview

1.1 Introduction

Car share schemes provide members with convenient access to vehicles which are available to rent by the hour. These rental vehicles are available 24/7 to members, and are often parked on the street or in public car parks.

These schemes reduce the need for personal ownership of a car.

1.2 Purpose of the policy

This policy outlines the assessment criteria and process for organisations applying to Council to become approved car share providers. Approval of a car share organisation provides scope for Council to reserve designated car parking spaces, as well as grant other general parking concessions, for vehicles which are part of the applicable car share scheme.

This policy also provides guidance to Council in making decisions regarding the designated car parking spaces and other general parking concessions for car share vehicles under the Council's Traffic and Parking Bylaw 2023 (**Bylaw**).

This policy implements a commitment in the [Parking Strategy](#) 2022 to develop operational guidelines for car sharing in Nelson, and it is consistent with the Bylaw.

1.3 Objectives

- Access to car share schemes increases the use of shared vehicles and reduces the need for car ownership.
- Car share schemes make efficient use of public car parking spaces.
- Car share schemes complement other 'shared mobility' initiatives.

1.4 Principles

- The approval process for car share organisations is simple and transparent, and provides a 'level playing field' for car share schemes to establish in Nelson and to compete for members.
- Decisions on provision of car parking for approved car share organisations are consistent with Council's Parking Strategy 2022, and take into account the need for car parks to be available to support retail businesses and other activities.
- This policy supports financially responsible decision-making.

2. Car share models

This policy applies to two different car share models:

- Station-based – vehicles are assigned to specific car spaces, and users must return them to an appropriate designated car space at the end of their rental period.
- Free-floating – vehicles are parked within a operational zone' (such as the city centre) and at the end of the rental period users can park the vehicle wherever parking is legally allowed within the operational zone.

3. Parking for approved car share organisations

The Bylaw provides for Council to reserve parking for the exclusive use of particular classes of vehicles which, amongst other things, include "car share vehicles" (see section 32.1 Bylaw), and to issue authorised vehicle permits (see section 41.1 Bylaw). The Traffic and Parking Bylaw defines "car share vehicle" as:

... a motor vehicle operated by an organisation approved by the Council to provide its members access to a fleet of shared motor vehicles which they may reserve for use on an hourly or daily basis, and does not include a wheeled recreational device.

3.1 Approval application and assessment

All shared vehicle operators wishing to access the parking benefits available to approved shared vehicle operators ('approved organisations') can apply for an approval from Nelson City Council. Approved organisations will be eligible to be provided with permits in accordance with the Bylaw for each vehicle in their fleet (see Section 3.3). Approvals may be issued subject to a range of conditions including performance monitoring (see Section 7). This section outlines the process by which Nelson City Council will consider applications for approval, including the information that must be provided.

Permit holders must provide Council with the data listed in Section 7 to support performance monitoring.

At the end of each two-year permit period, Council will reassess the car share organisation, taking into account:

- the performance data
- feedback from the car share scheme's members
- the cumulative impact of the permit system on Council's parking policies and transport objectives.

All approvals will be for a maximum term of 2 years and will be subject to the approved organisation meeting certain performance standards as set by Nelson City Council (see Appendix 1). At the end of the 2-year period, a re-assessment of the approved organisation will take place, and any subsequent approvals would consider the circumstances at the time and reflect any changes to this policy.

Approved organisations may also request additional designated parking and permits for authorised vehicles. These requests will be assessed and determined in accordance with

the Bylaw 2023, and additional space request will be assessed on a performance assessment.

To apply for approval, organisations must send an expression of interest to enquiry@ncc.govt.nz. Approved organisations must provide enough information to Nelson City Council at the time of application to enable Nelson City Council to ensure all requirements of the policy will be met by the organisation if approved.

3.1 Parking options

Following approval, approved car share organisations will have access to request:

- Designated parking – in these reserved spaces there will be no parking fees or time limits; and/or
- Permits for authorised vehicles – permit holders will be exempt from paying parking fares and meeting time limits in general parking spaces. Users of authorised vehicles will still need to follow legislation prohibiting parking in certain locations (including bus stops, five minute parking areas and loading zones).

Both a digital permit and a display permit will be issued to each vehicle in an approved car share scheme. The permits will be linked to the vehicle licence plate.

3.2 Designated parking

Designated parking spaces are for the exclusive use of 'station-based' vehicles. Signage and road markings will identify that these car parks are reserved for shared vehicles (with one space available for each vehicle). Permits will be issued to allow parking in these spaces in accordance with the Bylaw.

Up to 2.5% of the total off-street paid parking and time-restricted spaces within key areas of the city will be allocated as designated parking spaces. (In the city centre this percentage is equivalent to 42 designated parking spaces.)

Council will regularly assess how the car share market is maturing, and consider any other factors affecting car parking in Nelson. This assessment process may lead to changes to the 2.5% allocation level in future.

Designated parking spaces will, as far as possible, be located in off-street public car parking areas, and will be allocated through negotiations between Council and the approved car share organisations. Approved car share organisations will be responsible for the installation, management and maintenance of electric vehicle (EV) charging infrastructure, if this is required.

Council will provide the following information to approved car share organisations:

- the locations/boundaries of the designated parking spaces
- any changes to current locations/boundaries of the designated parking spaces
- any upcoming loss of designated parking spaces due to special events or construction works to be undertaken by Council.

Council may, by resolution under the Bylaw, remove designated parking spaces from a car share organisation if the organisation:

- does not contribute to the objectives in section 1.3 of this policy; or
- does not meet the requirements in section 7 of this policy; or
- attracts customer complaints; or
- does not contribute to the objectives in section 4.1 of the Parking Strategy 2022.

Council may also remove designated parking spaces as part of transport projects, such as road space reallocation or construction works. This decision will follow the Bylaw process.

Council will incentivise vehicles with low greenhouse gas emissions when allocating designated parking areas.

Council will consider reallocating the designated parking spaces under the Bylaw if there is more than one approved car share organisation in Nelson. In this case, designated parking spaces may be reallocated to the highest performing car share schemes, based on the data to be collected and provided to Council, which is listed in section 7 of this policy.

If a reallocation of designated parking spaces is proposed, Council will advise the operator of the lower performing car share scheme, and they will have 90 days to increase the use of their vehicles before a final decision is made.

3.3 Parking permits for authorised vehicles

Parking permits for authorised vehicles are available for both 'station-based' and 'free-floating' car share schemes. These permits exempt vehicle users from certain parking restrictions that would otherwise apply.

These parking permits are not to be used by the car share organisation for staff parking.

Council will issue authorised vehicle permits for car share vehicles conditional upon them only being valid for areas where signs indicate the car park is 'time restricted' or 'payment parking zones' where the maximum time limit is greater or equal to 120 minutes.

Permits may be transferred from one vehicle to another, with fees being adjusted in accordance with the subsequent vehicle's carbon emission profile, provided that:

- the details of the vehicle are provided to Council
- the approved car share organisation hires out the vehicle with the permit as part of its car share fleet
- the vehicle to which the permit is transferred is a replacement for a vehicle removed from the car share fleet.

Council may, by resolution under the Bylaw, remove authorised vehicle permits from a car share organisation if the organisation:

- does not contribute to the objectives in section 1.3 of this policy; or
- does not meet the requirements in section 7 of this policy; or
- attracts customer complaints; or
- does not contribute to the objectives in section 4.1 of the Parking Strategy 2022.

4. Fees

Car share organisations with allocated designated parking will be exempt from paying parking fees for the first two years. This discount will be passed to the final user (community) and it will be reflected in the rental fees.

After this time, approved providers linked to specific permits issued under the Bylaw will incur annual fees based on the greenhouse gas emissions profile of the vehicle, as shown in the following table. The CO₂ emissions of the vehicle will be calculated in accordance with the most updated [Land Transport Rule: Vehicle Efficiency and Emissions Data](#). These fees will be set under the same process by which fees are imposed for reserved parking permits and authorised vehicle permits under the Bylaw.

Vehicle carbon emissions (grams per kilometre)	Reserved parking permit (annual fees)	Authorised vehicle permit (annual fees)
0 (zero emissions)	\$0	\$300
1 to 60	\$1,760	\$910
61 to 105	\$2,200	\$1,600

5. Approved organisation responsibilities

Approved car share organisations must:

- Provide quarterly reports to Council.
- Provide details about any operational performance issues that do not align with Council's conditions and expectations.
- Fully co-operate with Council to resolve issues relating to the operation of the scheme, including but not limited to:
 - identifying operational zone boundaries (for the free-floating model) and the procedure to adjust boundaries;
 - strategies to overcome bunching of shared vehicles in certain areas (including where the cumulative effect of vehicles from multiple organisations is creating bunching); and
 - resolving any issues with automatic payment systems used for paying parking charges (when these are required).
- Ensure that their organisation, vehicles and users comply with all legal requirements.

- Ensure reasonable customer access to vehicles at all times.
- Provide Council with the performance data listed in section 7 of this policy.
- Accept liability for any infringement costs accumulated by customers while using the vehicle (as the registered vehicle owner).

6. Council responsibilities

- Council will inform applicants of any concerns about their application so that issues can be discussed and resolved as part of the application process.
- Council will fully fund the line-marking and signage of car share spaces for the first two years of the car share scheme, and then review this approach.
- Council will provide ongoing marketing and promotion of car share schemes through the Council's communication channels as appropriate.
- Council may exercise some discretion regarding conditions for approval, as it recognises the operations and business models of car share organisations may vary.
- Council may decline any application on reasonable grounds. If an application is declined, operators can still choose to provide a car share scheme in Nelson, but they will not gain the parking benefits provided to approved organisations.
- When Council considers an approved car share organisation is in breach of the conditions of the approval, or the parking permit for authorised vehicles, it will endeavour to resolve the issue with the organisation directly. If the issue cannot be resolved to Council's satisfaction, it may consider cancellation of the approval and permits.

7. Performance monitoring

7.1 Assessment methods

The performance of a shared vehicle scheme will be assessed using:

- the data provided to Council by the approved car share organisation
- survey results from car share scheme members
- data from other sources, including parking officers.

7.2 Membership surveys

Council and the approved car share organisation will conduct an annual membership survey – with questions agreed and approved by both parties, and distributed by the approved organisation.

The results will be shared with Council in an anonymised, standardised format that enables Council to extract the information (which Council will treat as confidential).

7.3 Data requirements

The data requirements are:

- Trips per user per vehicle
- Vehicle dwell time (time not hired) per vehicle and location
- Number of discrete members and their location (residential or business suburb)
- Unique users per vehicle
- Confirmed bookings per vehicle
- Booking length per vehicle
- Trip distance per trip per vehicle
- Percentage of one-way trips (if applicable)
- Spatial representation of trips (origin street and destination street) per trip per vehicle
- Number of approved organisation app downloads
- Details of the number of car relocations needed (outlining where they were and where they were moved to)
- Number of registered and active customers.

The minimum utilisation target (time in use over 24 hours each day) is 10%.

8. Review of this policy

Council will review this policy whenever necessary. Any changes to the conditions outlined in this policy will be reflected in future approval processes for car share organisations, and in reviews of designated parking and parking permit allocations.

As noted in section 3.1, the maximum number of designated parking spaces (for station-based car share schemes) will be regularly reviewed in response to the maturing car share market and any other factors affecting car parking in Nelson.

In future, this policy will include minimum performance standards for shared vehicles to be eligible for designated parking spaces and/or parking permits for authorised vehicles.

Appendix 1 – Assessment criteria

In addition to submitting an expression of interest to Nelson City Council, car share organisations need to provide evidence that they meet each of the assessment criteria listed below and can provide necessary data for performance monitoring (See section 7).

As noted in section 6 of this policy, Council will exercise its discretion in assessing the application, as it recognises the operations and business models of car share organisations may vary.

- Shared vehicles must be within the highest ANCAP (Australasian New Car Assessment Program) rating, be fully maintained and comply with all relevant regulations.
- Shared vehicles must be EV's or Hybrids and meet the definition of low emissions (as set out in the Land Transport Rule: Vehicle Efficiency and Emission Data).
- The organisation must hold and maintain a valid rental service license under the Land Transport Rule: Operator Licensing 2017. This includes provisions to ensure users hold a valid license applicable to the vehicle type.
- Shared vehicle organisations must deliver an operational model that includes:
 - a scheme of sufficient scale, with widespread and convenient access to vehicles
 - use of the shared vehicles being open to the general public with only reasonable restrictions (such as a valid license applicable to the vehicle type, basic credit worthiness and adequate driver history)
 - shared vehicles being available 24 hours/7 days a week with reasonable exclusion for operational use.
 - transparent costs and rates to hire vehicles
 - an operational plan to respond to any parking or vehicle issues including, but not limited to, bunching of shared vehicles in areas affecting car park access for other users
 - a plan for growing long-term membership
 - encouragement of high turnover of bookings for each vehicle to facilitate wide utilisation.
- An ability to provide Council with a monthly data report in standardised format, through a suitable application programme interface (API).
- Processes to ensure vehicles that are incapacitated for any reason are removed within 24 hours.
- A rationale for proposed operational zone boundaries (for a free-floating scheme) and geographic boundaries.

Appendix 2 – Parking Strategy 2022 (extract)

Car share parking – guidelines for implementation

Car share parking	<p>Designated parking spaces for vehicles registered to car share operators where membership is available to the general public</p> <ul style="list-style-type: none">• Car share parking within commercial areas should be provided in off-street car parks only as on-street parking is prioritised to provide higher turnover and access to local businesses.• In residential areas, on-street car share spaces should be provided on busy and well-lit streets to increase perceptions of personal safety.• Ideally, car share parking spaces should be located on or near key bus routes. A cycle parking loop or rack should also be provided adjacent to the space to encourage multi-modal journeys.
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