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# **Car Sharing Guidelines**

September 2021

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# Introduction

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The Council adopted a new Parking Policy in August 2020 that brought together all types of Council-managed parking, including car share parking. It establishes new objectives and principles to guide decision-making for the management of parking and sets a hierarchy to prioritise the use of Council-controlled parking space in different areas of the city.

The Council's vision for Wellington is built around people and communities. The future city will be a place where people and goods can easily move to and through the city, based on a transport system that can accommodate moving more people using fewer vehicles. We have also taken an environmental and resilience leadership role and have set a goal to be a net zero carbon capital by 2050.

As there is limited street space available for parking, the parking space hierarchy established in the Parking Policy (2020) will guide the decisions about allocating parking spaces in different parts of the city. Car share parking spaces are a high priority in the central city, suburban centres and city fringe/inner city areas where the parking demand is highest.

Car sharing is a type of car rental but is aimed at people who want to use a car for brief periods of time and only pay for the time used. Joining a car share scheme provides people with greater travel choice and can provide an alternative to owning, and parking, a private vehicle. For a car share scheme to be successful, the vehicles must be located throughout the city and readily accessible to users.

The Council recognises the value of travel demand management measures, including car sharing, to improve the efficiency of its transport network.

Car share schemes have the potential to contribute to the following objectives around transport, sustainability and quality of life by:

- Reducing the need to own a car.
- Reducing congestion, by removing some cars from the network.
- Reducing greenhouse emissions.
  - Through the removal of some cars from the network
  - As a result of car share vehicles typically being newer and more fuel-efficient than the average New Zealand vehicle
- Increasing the use of public transport, and encouraging the active modes of walking and cycling by making the cost of driving more visible.
- Freeing up parking spaces, and using street parking more efficiently.
- Reducing the cost of living for residents as car ownership is reduced.
- Contributing to the liveability of the city by increasing transport choice and providing alternative ways for people to travel .

When the Council adopted the new Parking Policy, it was agreed that the Car Share Policy (2016) was to be revoked and replaced with these guidelines. These guidelines provide information on how the Council will assess applications from car share operators who want to partner with the Council and what requirements must be met by the car share operator.

These guidelines also set out the operations and compliance requirements for a Council-approved car share operator once an agreement is in place. It is expected that multiple agreements will be put in place with multiple providers to foster a competitive and high-value car sharing offering for our residents.

# Background - the case for change

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Wellington City Council has supported car sharing since 2008 with at least one operator in the city. Since the Car Sharing Policy (2016) was passed we have increased support for both station based (a to a) and free-floating (a to b) car sharing providers.

- A station based provider is one where the vehicle is rented from one carpark or location and returned to the same location at the end of the rental no matter the duration.
- A free-floating provider is one where the vehicle is rented from within a “home zone” and returned anywhere within that “home zone.” This means it may, for example, be rented from the CBD and used to travel out to Miramar and left in a home zone there.

In 2020, there were more than 100 active car sharing vehicles in the city with more than 5 percent of Wellington residents being car sharing scheme members, and hundreds of thousands of completed trips recorded. Some key challenges remain:

1. The relationship between the Council and free-floating schemes remains supported but surrounded by a series of contractual agreements that are not clear in guidelines or policy.
2. Both types of scheme deliver benefits to the city, but the free-floating scheme currently pays fully for their parking fees while the others do not. There is a fairness element to be considered here - if both deliver benefits why do we only charge one?

3. Little space is allowed for the expansion of the service in the current environment because it is financially constrained (free-floating) or space constrained by the Council (station based).
4. Little space is allowed for the entry of new competition to create a fulsome and high yielding car share market. There is a fairness element to be considered here - it is desirable to promote the businesses that are already here but allow for new entry if need be?
5. There is confusion and misalignment with free-floating car share users parking in the station-based provider’s car share bays exacerbated by regulatory limits on how these spaces are signposted. From a customer experience perspective this needs to be resolved.

The above 5 key points represent a strong case for change, particularly the two relating to fairness between The Council and the various providers.

# Guidelines

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The key guidelines that will apply to all car sharing providers are as follows:

- There will be caps on the number of permits or parking bays provided to the Council's partner providers in a given year - no more than 50 additional bays per year will be permitted to 2025.
- To facilitate effective billing, providers will be required to either physically or by API interface with a smart parking provider that allows billing on behalf of Wellington City Council.
- Car share vehicles must be available to the public 100% of the time they are not being managed for peak demand, undergoing repair, cleaning or maintenance during the hours that they are using public on-street car parks.
- Council will, completely at its discretion, determine whether a car sharing organisation is capable of implementing a feasible car sharing scheme. It will determine this using the criteria listed below.
- For station-based providers, a dedicated car share parking bay will be provided for each vehicle approved for placement under the criteria for a fee.
- Station-based providers will contribute 25 percent of the value of the car share parking bays plus parking fees. Please refer to the Parking Pricing Protocol for the current pricing information. The base contribution will change over time along with other parking pricing elements.
- Free-floating providers will contribute 25 percent of the value of the per-hour parking fees plus full bay costs for dedicated bays. Please refer to the Parking Pricing Protocol for the current pricing information. The base contribution will change over time along with other parking pricing elements.
- For free-floating providers, vehicles will have access to any parking bay that is:
  - P120 or more, metered or otherwise
  - Coupon parking
  - Unrestricted
  - For resident's only parking areas or resident's exemption parking areas, the Council will provide car share parking permits.

- The value of a parking bay has been calculated based on historical usage data. Please refer to the Parking Pricing Protocol for the current pricing information.
- Users of station-based vehicles will pay for parking outside of car share parking bays at normal parking rates.
- For free-floating providers, the value of the parking fees for FY2021/22 will match the parking pricing protocol, currently:
  - Up to \$5 per hour for each hour spent in the metered zone during metered hours
  - \$18/weekday (or \$2/hr) in the coupon zones
- All providers are to pay the permit issuance fees each year for each car at a cost indicated in the Parking Pricing Protocol (full cost recovery).

The Council may, by resolution, set aside any road, or part of any road, or any other area controlled by the Council, restricted parking or stopping or standing restrictions. The spaces may be designated for a specified class or description of vehicle (for example a car sharing vehicle) or for a specified activity (for example car sharing). As with any other vehicle, car share providers must obey legal parking restrictions, and if in violation (for example in mobility spaces or when clearways are in operation) are subject to fines and towing.

For use of street space and public land, we expect:

- Jointly set performance targets in the contract with the provider for each three year period, with potential for further enhanced agreements with the Council to benefit both the city and providers, including:
  - Number of vehicle targets
  - Number of members targets
  - Free-floating home zone expansion targets and zones
  - Number of EVs in the fleet
  - Total number of trips
  - Trips per day per vehicle
  - Active users

- Collaborative relationships relating to home zones and station selection.
- Effective data provision encompassing quarterly updates on:
  - Membership
  - Number of cars
  - Number of battery electric vehicles
  - Trips per day per vehicle
  - Total number of trips taken
  - Fleet utilisation
  - Trip distance
  - Average trip distance
  - Median trip distance
  - Percentage who use more than 4 times per month.

To qualify for Wellington City Council assistance, a car share operator will be required to enter into a legal agreement with the Council and must:

- Develop over time a network of cars in locations that are accessible to all members where density and demand can be generated to support the successful utilisation of the vehicle.
- Allow any driver with a full licence to join, subject to reasonable creditworthiness and driving history checks.
- Supply an internet and/or phone-based booking system available to members 24 hours per day, which allows immediate booking of vehicles.
- The vehicle occupying the car park must display the organisation's livery or logo and a valid car share permit.

# Criteria

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Operators will need to acknowledge the Council as a partner and provide:

- Full details about the organisation and governance arrangements.
- A clear business plan that:
  - Provides evidence of the commercial viability of the scheme or, in the case of new entrants, indications of the potential commercial viability
  - Sets out the scheme's targets for membership growth, geographic spread and utilisation
  - Outlines the organisation's experience in establishing similar schemes
- Detailed plans about how the scheme will run, including:
  - The process for becoming a member of the scheme and membership options
  - Fees and charges, and payment options
  - The operating model that will be used, and process for using a vehicle
  - Systems/infrastructure that supports the scheme
- Agreed data management, reporting and evaluation systems.
- A promotion and marketing plan.

The Council reserves the right to reject any application for the allocation of an on-street dedicated car share space. The Council may also refuse speculative and large-scale placement of car share vehicles in the absence of reasonably foreseeable demand.

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**Absolutely Positively**  
**Wellington City Council**

Me Heke Ki Pōneke