

# Banyule Car Share Policy

March 2026



## Document control

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| <b>Record Number</b>       | March 2026                    |
| <b>Date Created</b>        | 6 June 2025                   |
| <b>Next review date</b>    | Click or tap to enter a date. |
| <b>Business Unit</b>       | City Development              |
| <b>Responsible Officer</b> | Lead Transport Planner        |
| <b>Date of Approval</b>    | Click or tap to enter a date. |

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# 1 Introduction

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## 1.1 Purpose

The purpose of the **Banyule Car Share Policy** ('the Policy') is to facilitate the introduction of car share through the provision of fixed car share parking spaces within the municipality.

The policy will be implemented through Council's **Car Share Guidelines** ('the Guidelines') and these should be read in conjunction with this policy. The Guidelines outline the responsibilities of Car Share Providers (CSPs) and Council; the processes for introduction and management of this service and the criteria for the preferred location of public on-street and Council managed off-street car share parking spaces.

## 1.2 Scope of the Policy

The policy provides strategic direction for the management of car share in public on-street and Council managed off-street parking spaces within the Banyule municipal area, and support for the inclusion of car share in new developments.

The following items are out-of-scope of this Policy:

- Peer-to-peer car share schemes where private individuals rent their own vehicles are excluded from this policy except for the purposes of promotion.
- This policy does not apply to any agreement between CSPs and a third-party entered for the purposes of providing a car share vehicle within a privately-owned property.

# 2.0 Background

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## 2.1 Rationale

Car sharing is a membership-based service that provides car access without ownership. By enabling users to gain short-term access to cars on an as-needs basis, car share helps to alleviate car-dependency and the fixed costs associated with owning a car. In turn this assists in the delivery of an integrated and sustainable transport network by providing an option for journeys that cannot be undertaken by walking, cycling or public transport. This aligns with the Banyule Plan 2025-2029 for delivery of strategies to strengthen sustainable modes of transport and improve our service, infrastructure, land use and environmental outcomes through innovation.

The benefits of a car share program include:

- **Increasing social inclusion:** by enabling households that cannot afford to own a car convenient access to a motor vehicle when needed.
- **Provision of accessible services:** increasing travel options for those members of the community that have a disability.
- **Lower need for car ownership:** the cost of using car share services is more competitive than owning a car when the car is only used occasionally. This is particularly relevant for households with two or more cars where car sharing services could negate the need for ownership of more than one vehicle.
- **Increased local economic benefit:** by reducing household expenditure on transport and increasing household disposable income. People with low motor vehicle use are also more likely to shop locally.
- **Increased sustainable transport (walking/cycling/public transport) trips:** for many trips the cost of sustainable transport becomes more competitive than car share trips, with car share trips only being used for occasional travel.
- **Less traffic congestion, noise and greenhouse gas emissions:** by reducing vehicle kilometres travelled and shifting travel to more fuel efficient vehicles.

- **More efficient use of on-street parking spaces:** by reducing parking demand created by underutilised private vehicles.

Research indicates that car share participants tend to choose active transport choices more often, which also results in greater incidental physical activity within the community.

The introduction of carshare to Banyule provides an opportunity to help promote, establish and sustain a cultural shift in thinking towards alternative, sustainable transport options in the municipality.

## 2.2 Legislative context

Under the provisions of the **Road Management Act 2004** and the **Local Government Act 2020**, Council has the power, as the relevant Road Authority, to manage roads in a manner that minimises any adverse effect on community safety and the environment. Council also has the power to fix, rescind or vary any fees in a parking area and the manner of payment for those fees.

### 2.2.1 Charter of Human Rights and Responsibilities

This Framework is considered to be compatible with Victoria's *Charter of Human Rights and Responsibilities Act 2006*.

### 2.2.2 Gender Equity

In developing this Policy and Guidelines, the subject matter has been considered in accordance with the requirements of the Section 9 of Victoria's *Gender Equality Act 2020*.

The gender impact and associated implications of this proposal have been assessed using the following four steps:

- Define the issues and challenge assumptions
- Understand your context
- Options Analysis
- Making recommendations

The key findings of this work include:

- Car Share vehicles will be equally available to all genders, but it is noted that in households with one car available to the household, people of female gender generally do not have the same level of access to that car, and the introduction of car share will increase transport choice for this gender and all genders.
- Car Share vehicles will be located in accessible, well-lit streets and areas, improving security and accessibility for those genders that may feel less secure, particularly at night time. The car share vehicles will also have a designated parking space, so people will be secure in knowing where to park the vehicle and not have to walk from a further parking space to their home.
- Car Share vehicles can be hired by the hour/day meaning that genders with less disposable income can afford to use a carshare vehicle rather than having the expense of owning a second or third vehicle.

## 2.3 Strategic context

The **Banyule Plan 2025-2029** includes priority themes that support the provision of fixed car share parking spaces within the municipality:

- Priority Theme 2 – **Our Sustainable Environment**  
Council promotes sustainable transport options and is on its way to being carbon negative.
- Priority Theme 3 – **Our Well-Built City**  
Banyule is a network of accessible neighbourhoods connected by sustainable transport options.

The **Community Climate Action Plan (CCAP)** adopted in 2020, outlines how Council will achieve its goal of a carbon neutral municipality by 2040 without offsets. Zero emissions transport is a key priority area of the plan. Transitioning to zero emissions transport will require a major shift to active and public transport use. The Banyule Car Share Policy will assist in achieving this outcome.

The **Banyule Integrated Transport Plan 2015-2035 (BITP)** provides long-term direction in transport and land use decisions in the municipality. The Streets and Public Spaces theme’s objective considers roads as places ‘where people live, work and congregate and provide access for a range of users to deliver a safe, integrated and efficient transport system’. The BITP also places significant emphasis on ‘approaching parking as a limited, shared resource’. Specifically:

Action A4 Support and promote car sharing in Banyule by promoting the use of car share schemes through travel behaviour programs and encouraging car share operators to expand operations.

The BITP sets a target of 15 car share spaces in Banyule by 2023/24 and 40 car share spaces in Banyule by 2035.

The **On-Street Parking Management Framework** provides guidance for the introduction of new parking restrictions or the modification of existing restrictions for all on-street parking within Banyule. It is intended as a tool to manage parking along with this Banyule Car Share Policy. It is noted that the Framework sets out kerbside priorities for the allocation of on-street parking,

For Activity Centres and Commercial areas, the Framework allocates a priority for carshare vehicles below visitors to the activity centre but above residential parking, and for residential areas, the Framework allocates a priority for carshare vehicles above commuters but below residential and residential parking.

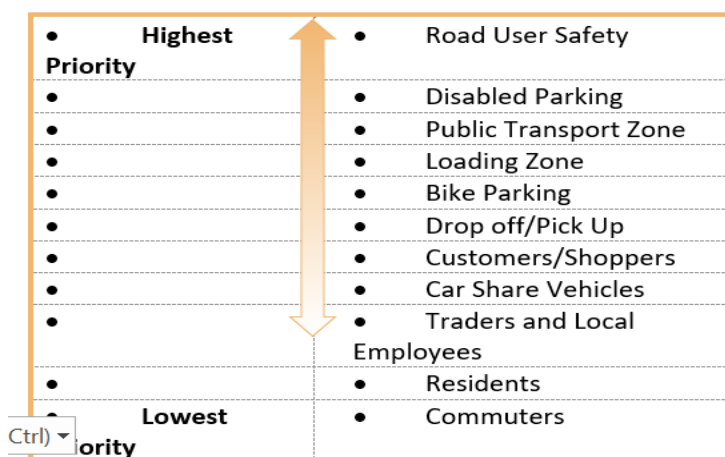


Figure 1: Activity Centres and Commercial Areas (On Street Parking Management Framework)

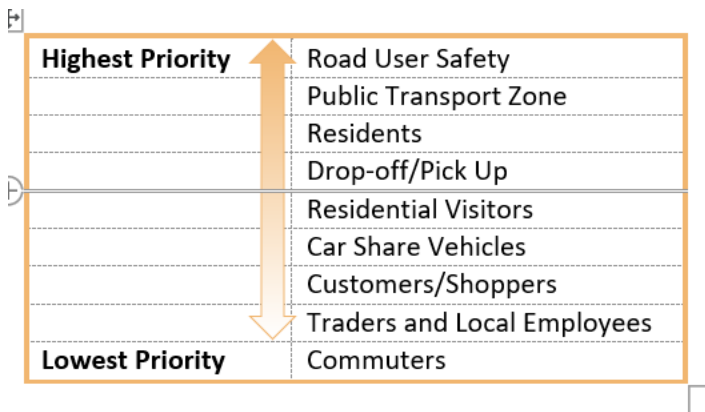


Figure 2: Residential Areas Parking Priority (On-street Parking Management Framework)

## 3.0 Car sharing policy

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### 3.1 Objectives

This Policy aims to increase the use of car share across the city through the development and management of a network of easily reached, well distributed, affordable car share vehicles.

An increase in use of car share can result in lower private vehicle ownership, as one car share vehicle can replace an average of 10 privately owned vehicles. This assists Council to:

- Improve parking availability.
- Reduce traffic congestion as people make more trips by other modes.
- Reduce greenhouse gas emissions through reduced vehicle ownership and trips. These benefits generate secondary benefits including:
  - Increase social equity as people can access a vehicle without the prohibitive cost of owning one
  - Increase physical activity through increased active travel modes including walking and cycling
  - Support greater local expenditure.

This policy aims to:

- Lower barriers and provide access to car share for the local community.
- Expand car share across the municipality to provide coverage to ensure equity and reduce the barrier of distance from residences to car share vehicles.
- Provide targets for expanding the number of car share vehicles.
- Outline the rationale for car share establishment fees and charges.
- Provide strategic direction for the accompanying Car Share Guidelines.

### 3.2 Targets

For car share to be a viable transport option and an alternative to private vehicle ownership, by 2035 Council seeks to create a network of car share vehicles that provide municipality-wide coverage to ensure ease of access to the service for all members of the community.

#### 3.2.1 Number of car share vehicles

Council seeks to establish a car share network of at least 15 vehicles with the adoption of this Policy. Initial on- and off-street car share spaces will be located within the Major Activity Centres of Greensborough, Heidelberg and Ivanhoe and along key transport routes including the Hurstbridge railway line.

It is intended that this network will expand to 40 car share vehicles (not including peer-to-peer) across the municipality by 2035 in line with expectations of Council's transport strategy. Expansion is intended to increase the use of car share and stabilise the level of private vehicle ownership and use within the municipality.

This target may be amended upwards based on levels of car share usage, and the benefits of car share quantified through monitoring and reporting data supplied by the CSPs to Council.

#### 3.2.2 Coverage

Council will work with car share operators toward achieving a coverage target of a maximum distance of a 15-minute walk (approx. 750m) to a car share vehicle for 90% of properties within the Banyule Principal Public Transport Network Area by 2035 to make it easier for most people to participate in car share. In the first instance Council will investigate locations in proximity to key transport routes and Major Activity Centres.

Council will allow CSPs to trial car share vehicles in a number of fixed base locations for up to 12 months to prove demand. A review of any such trial will be conducted after 6 months of operation and will include a review of utilisation and feedback from the community. At the end of the trial period, the CSP may opt to continue

using the parking space as per the agreement, or may choose to remove their carshare vehicle from the location.

### 3.3 Responsibilities and management

The following information is detailed within the Guidelines:

- CSP qualification criteria
- Responsibilities of CSPs
- Responsibilities of Council
- Siting criteria
- Application process for new car-share spaces in public on-street and off-street locations
- Terms of agreement
- Enforcement procedure
- Car share spaces in new developments - location and design guidance

### 3.4 Monitoring and evaluation

#### 3.4.1 Reporting on targets

Targets outlined in Section 3.2 will be reported by operators quarterly. For more detail, please see the Car Share Guidelines.

#### 3.4.2 Usage monitoring and data

Council will publish quarterly usage summaries of car share vehicles by area. Detailed reports will be treated as commercially confidential for 12 months from the date on which the reports are due to Council.

Where, if averaged over a period of three consecutive months, the usage of a car share parking space is less than 60 hours per month, Council may ask an operator to show cause as to why the space should not be withdrawn and re-allocated. Operators will be provided with a reasonable period of up to 12 months (up to 18 months in unproven markets) following installation of car share parking spaces to reach usage targets.

In the case of non-compliance with usage, supply of vehicles, vehicle emissions and any other obligations for car share providers, Council may, acting reasonably, suspend or revoke any or all spaces assigned to an operator, or suspend an operator's eligibility to apply to additional spaces.

### 3.5 Establishment Fees and charges

Council manages car share on a partial cost recovery basis. Council does not subsidise commercial operations but does seek to support the following benefits for our community: increased travel options, reduced parking pressures, reduced congestion, and reduced greenhouse gas emissions.

The establishment fee seeks to recover the costs associated with the approval and management of car share parking spaces and vehicles including signage and linemarking.

An annual charge (if required) seeks to represent the value of a parking space in our City to our community, and offset ongoing costs associated with contract management and data management.

Annual changes to fees/charges are determined through the annual Council budget process (fees and charges).

In determining appropriate establishment fees and annual charges, Council takes into consideration the following factors:

- Officer time for administration
- The value of public space
- Broadening travel options for our community
- Demand for on-street car share spaces

- The community benefits of car share
- Making car share affordable and a cost-effective alternative to owning a private car
- The role car share plays in realising Council's strategies and plans

### **3.6 Car share vehicles in new developments**

Council supports providing car share vehicles within appropriate new developments to increase housing affordability and reduce the need for car parking and car ownership for the specific development as well as lessening the impact on the locality. It also supplements the on-street network of car share vehicles in the locality of the new development. Providing a car share scheme operated by a qualified CSP in new developments may support a reduction in the number of car parking spaces provided on-site.

Agreement with a qualified CSP and 24/7-member access to the car share vehicle is required for viability of car share within new developments. This requires careful design and location of car share spaces within developments at an early stage to ensure easy access to the car share vehicle and make it convenient to use. Guidance on the location and design of the car share space within new developments is included within the Guidelines.

### **3.7 Policy review process**

This Policy and Guidelines will be reviewed four years from the date of approval, or whenever Council determines that a need has arisen.

Any person who wishes to provide feedback or comment on this Framework can do so in one of the following ways:

- By Email: [enquiries@banyule.vic.gov.au](mailto:enquiries@banyule.vic.gov.au)
- By post: PO Box 94, Greensborough 3088
- By telephone: 9490 4222
- By TTY: 9432 7211

## 4.0 Best practice partnerships

Council will work with stakeholders to develop, and support continued best practice in the Melbourne region, including working with industry and government to investigate multimodal mobility hubs around public transport nodes with other shared transport services such as e-bikes, e-scooters, and car share.

## 5.0 Definitions

Table 1 | Table of definitions

| Term   | Definition  |
|--|---|
| <b>Car share</b>                             | A service that allows car share members to reserve vehicles for short term access on an as needs basis, via booking platform.   |
| <b>Car Share Guidelines (the Guidelines)</b> | Accompanying document that outlines the responsibilities of CSPs and Council; the processes for introduction and management of this service and the criteria for the preferred location of on-and off-street car share spaces in Council owned or managed spaces. |
| <b>Car share member</b>                      | An individual or business approved by a Car Share Provider to utilise that provider's car share vehicles.   |
| <b>Car share provider (CSP)</b>              | Entities approved as qualified by Council to apply for fixed on-street/off street car share parking spaces and provide vehicles for their members to use.   |
| <b>Car share vehicle</b>                     | A vehicle for the exclusive use of car share members who have fulfilled membership requirements of the car share scheme.  |
| <b>Council</b>                               | Banyule City Council  |
| <b>Fixed car share space</b>                 | A car parking space that is signed and line marked and reserved for a car share vehicle to be parked while not in use. Signage indicating that the space is 'no stopping' except for the car share vehicle is in place.   |
| <b>Off-street car share parking spaces</b>   | Dedicated parking spaces in off-street car parks. Off-street car parks will be defined as Council owned public car parks with more than 40 car park spaces available for parking and be located adjacent to both the Activity Centre and Residential Property.    |
| <b>On-street car share parking spaces</b>    | Dedicated parking spaces located on local and arterial roads (excluding Clearways), which are occupied by a vehicle provided and managed by the respective CSP. These spaces are described by some operators as 'pods'.   |
| <b>Peer-to-peer car share</b>                | Privately owned vehicles are 'shared' through online platforms or informal agreements. Cars do not have designated spaces on-street.  |