



CITY OF YARRA DRAFT CAR SHARE POLICY

OPEN CITIES SUBMISISON

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About Open Cities

Open Cities is a peak association representing infrastructure and service providers, cities, university research groups and urban design advocates who are working together to transition Australian communities to a more sustainable, resilient and affordable energy, water, digital and mobility future. We are working with government and industry to modernise and rethink policy, legislation, regulation and price settings to enable next generation local utility and mobility services and solutions.

Our purpose is to accelerate the take-up of sustainable utility and mobility innovation and services by:

- promoting and enabling evidence-based policy and regulation
- highlighting best practice projects driving economic growth and social benefit
- driving greater awareness of the rights of prosumers

This submission is prepared by Open Cities for the City of Yarra consideration.

SUMMARY

Open Cities welcomes the opportunity to comment on the City of Yarra's shared mobility policy and commends Council for its leadership approach in seeking to expand car share across its municipality and promote more sustainable and cost-effective transport modes.

This submission represents the collective views of Open Cities members. The adoption of its recommendations would ensure Australia remains globally competitive, transitioning to next generation multi-utility businesses and services, driving innovation, job creation while decarbonising the economy.

The rapid convergence of utility and mobility solutions enabled by Next-Gen data and Internet of Things (IoT) is future-proofing economies around the world, delivering liveability, sustainability and resilience, and importantly putting downward pressure on utility bills and infrastructure costs.

Open Cities envisages a future for Australia characterised by abundance not scarcity.

Australians are missing out on the many benefits the digitisation of infrastructure and services are bringing people, families and businesses around the world – not just significantly reduced household bills but the ability to generate income.

Localised sustainable infrastructure solutions and services are growing from within communities, creating a new class of consumer – the prosumer: where customers are more than consumers but also producers. They have the ability to generate free energy from the sun at the home or office for EV charging and sell the excess. They can recycle their water and waste and reap the financial benefit and avoid the second largest household expense of a car by sharing their mobility instead.

Open Cities welcomes the City of Yarra's commitment to transition to 21st century mobility and has provided our Shared Mobility policy and feedback on the City's draft policy, which if adopted we believe will catalyse the fledgling car share market and drive more competitive pricing for customers/ prosumers.

RECOMMENDATIONS

INTEGRATED TRANSPORT PLANS

Shared mobility solutions which include electric and autonomous shared vehicles, along with public transport are the pathway to net-zero emission transport and can connect residents to their nearest strategic or metropolitan centre within 30 minutes. Integrated mobility that emphasises sharing (car sharing, docked bike share, scootering and other shared modes) will deliver increase active transport and health benefits while reducing emissions and congestion in our cities.

EVs and private autonomous vehicles alone fail to address chronic congestion created from an ever-growing excess of privately-owned vehicles. Creating a societal shift now towards sharing these assets while prioritising walking, biking and scootering will ensure Australian cities successfully transition to a sustainable smart future. State and Council transport plans should be updated to include:

1. Establish Integrated Transport Plans that include public transport, mobility as a service, shared vehicles, EVs and autonomous vehicles – ensuring a coordinated approach and coordinated responsibilities across policy modes to share data and inform outcomes.
2. Make shared mobility a key pillar of Integrated Transport Plans – complementing public transport, EVs and autonomous vehicles.
3. Capturing and sharing of data on pedestrian, bike, scooter, shared vehicles movements to inform Next-Gen mobility infrastructure solutions.

PERSONALISATION OF TRANSPORT

Australia needs regulatory and policy settings that increase the personalisation of transport choices for customers, rewarding people and communities seeking shared or autonomous mobility solutions.

Despite the proven benefits of shared mobility, there exists very little consideration among government planners and infrastructure agencies about the growing importance of alternative transport including shared mobility in reducing the overall car dependency and ownership rates in Australia.

State and local governments should focus on standards of service for mobility-as-a-service that seek to improve user experience in ways that address current gaps.

4. Increasing the personalisation of transport choices for the customer that can be chosen and paid for through simple gateways
5. Encouraging the integration of shared transport with existing transport infrastructure
6. Set ambitious targets for the uptake of shared mobility and reduction of private vehicle ownership within the strategic context of a State shared transport strategy
7. Ensure access for lower income earners, disabled and those who don't drive for age-related or health-related reasons in such a way that reflects market settings.
8. Expand State concessions to private mobility as a service.

MARKET ACCESS

As our cities make a transition to next-gen utility and mobility infrastructure and services, these fledgling markets require consistent policy and regulation to catalyse new affordable and sustainable mobility solutions. The location and access of shared mobility to help users and non-users interact safely and consistently with the infrastructure also needs to be a priority.

9. Local integrated servicing strategies should be flexible and adaptable to effectively bridge the gap between public services and shared mobility and mobility-as-a-service.

EMISSION REDUCTION TARGETS

State and local governments need to adopt strong modal shift targets to achieve emissions reductions. These targets need to include the adoption of shared transport, cycling and walkability which has shown to increase modal shifts towards public and active transport and the reduction of overall vehicle kilometers travelled. It also needs to include renewably-sourced EV infrastructure.

10. Making the growth of alternative transport, including shared mobility, a key performance metric for State transport agencies
11. Implementation of sustainable EV infrastructure to support shared mobility and future-proof communities. Use market settings to ensure that implementation does not reverse gains in wider adoption of shared mobility and mobility-as-a-service.

LAND USE TARGETS

Shared mobility, despite being a transport mode, is, in fact, more closely related to the land use and urban design of cities than a city's transport network alone. Effective land use patterns that add density, improve walkability, increase local amenity and livability are critical to the success of shared mobility and work hand-in-hand to achieve the stated goals of State Planning agencies to manage growth.

As we move towards a future of mobility-as-a-service, reliance on 'city building' will only increase, allowing for shared mobility in our city planning today allows for the sustainable growth of our cities into the future.

Land use policy also needs to ensure drop off zones for the elderly and disabled to be dropped off outside their destination.

We recommend the following:

12. Set modal shift targets that reduce City trips by private car to be to 50% by 2030
13. Provide new developments with a significant reduction in required parking and issue credits for shared mobility as a replacement
14. Economic modelling and social modelling on benefits and impacts of all mobility including shared mobility — particularly in precinct-scale developments
15. Develop design guidelines for new build developments that easily integrates shared mobility regardless of mode including reserved space for bikes and scooters.

CITY OF YARRA POLICY

SUMMARY

Open Cities commends the City of Yarra for recognising the important role of car share as a transport solution for the community. Your outcomes-led policy approach including seeking to control the growth of vehicle rates is nationally-leading. It moves beyond a regulatory approach and seeks to set targets for next generation mobility services.

Open Cities also welcomes the setting of targets for car share uptake, usage, and service provision, however we think capping future growth (clauses 7.2 – 7.4) could create perverse market outcomes – limiting market growth. Rather, Open Cities suggests a focus on a ‘setting of the market’ through car share rules and regulations. This approach would catalyse the growth of services within the local community and result in greater competition, more services to a wider number of households, and more service choice. Service quality, lifestyle improvements and financial savings will be key outcomes. Allowing car share providers to grow services beyond a nominal Council limit will send a positive message to the market both providers and consumers.

From a customer or prosumer perspective, Open Cities encourages customer freedom to utilise services as they are needed. Rethinking clauses 1.1.12 and 2.5.1 to remove limits on car share customer behaviour would solve this issue. For example, it would permit customers to park and use car share vehicles and be treated equally to other residents using established mobility models. Users of Next-Gen mobility services should have the same rights as traditional mobility users.

CONCLUSION

Open Cities welcomes the roll out of shared mobility at City of Yarra and highlights the need for close industry and stakeholder collaboration to foster the emerging market, through the sharing of data, information, experiences and by enabling feedback such as this consultation process.

Open Cities would like to continue to work with City of Yarra, not just on mobility but across data, energy, water and waste as we support councils and communities making the transition to the circular economy and a new utility model.

We would welcome the opportunity to discuss this submission at an appropriate time.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Lisa', enclosed in a thin blue rectangular border.

Lisa

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