



Auckland Transport Shared Vehicle

# CAR SHARE POLICY

2019



## Document Control History and Approval

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# 1. Overview, purpose and objectives

## 1.1 Purpose of the policy

To outline Auckland Transport's policy on public shared vehicles (known generally as 'car share') with consideration of Auckland Transport's core mandate and network outcomes. In particular, this policy guides the internal decisions around approval of shared vehicle organisations within Auckland. It also outlines how Auckland Transport will interact with the operators, including the process to apply for approval as a shared vehicle operator ('approved organisation') under the Auckland Transport Traffic Bylaw 2012 (or any equivalent bylaw that replaces it).

Consideration of this policy does not remove the need to consider any other relevant policy or guidance and any applicable legislation, regulations or rules etc.

This policy only covers motorised vehicles. Cycle, e-scooter and other, more active modal sharing schemes are not covered.

This policy does not limit or restrict Auckland Transport's regulatory role or functions.

## 1.2 Policy rationale

Auckland Transport has a series of strategic objectives which guide policy, planning and all key outcomes. The Auckland Plan 2050 has a number of transport focus areas that support car share initiatives:

- **Make better use of existing transport networks** – sharing vehicles means fewer cars on the road and lower distances travelled by scheme members, with capacity freed for other uses
- **Maximise the benefits from transport technology** – innovative technology solutions enable customers to be connected to shared vehicles when they need them
- **Develop a sustainable and resilient transport system** – sharing vehicles helps to reduce emission impacts on the environment as car share vehicles tend to be newer.

Auckland Transport considers that there is a rationale for supporting shared vehicle schemes, on the basis of evidence which shows modest but worthwhile benefits. The evidence indicates that schemes help to reduce car ownership, with scheme members reducing overall distance travelled by private vehicle by about 10%. These benefits, however, also need to be weighed against other objectives such as management of the competing demands for parking space, particularly within inner areas of Auckland.

## 1.3 Shared Vehicles Definition

Shared vehicles are vehicles available to the public (specifically for scheme members) for short term hire which provide a mobility option to mitigate the use of personally owned private motor vehicles. The common term is 'car share', however 'shared vehicle' is used in this policy as that is the term used in the Auckland Transport Traffic Bylaw 2012.



The current Auckland Transport Traffic Bylaw 2012 defines ‘shared vehicle’ as “a vehicle operated by an organisation approved by Auckland Transport to provide its members, for a fee, access to a fleet of shared vehicles which they may reserve for use on an hourly basis”.

## 1.4 Models

Auckland Transport acknowledges the two primary models of shared vehicle operation:

- station based shared vehicle - vehicles are allocated to specific car spaces and users must return them to the starting point at the end of their journey;
- free floating shared vehicle - vehicles are parked within a ‘home zone’ and users can park wherever legally allowed within the home zone at the end of their journey. Vehicles within the home zone must still comply with the applicable parking regulations.

Auckland Transport recognises that each model offers a different type of service to customers. Both have a role to play in improving mobility and widening choices, to assist with reducing the need for private vehicle ownership and/or use. Both are therefore subject to, and covered by, this policy.

Peer-to-peer models are beyond the scope of the bylaw and policy at this time as they are largely not publicly available and not requiring public car parking for their operation.

## 1.5 Governance and AT’s role

This policy is part of a structure for the overall regulatory oversight for shared vehicles in Auckland. The components are outlined below.

Auckland Transport Traffic Bylaw 2012	Auckland Transport Traffic Control Committee (TCC)	The Auckland Transport Shared Vehicle (“Car Share”) Policy
Bylaw through which Auckland Transport sets requirements for parking and control of traffic on roads (including any bylaw that replaces it in whole or in part)	Committee with delegated authority from the Auckland Transport Board to make resolutions pursuant to certain bylaws, including the Auckland Transport Traffic Bylaw 2012	This document, setting out the role of Auckland Transport in determining applications for approval of shared vehicle schemes under the Auckland Transport Traffic Bylaw 2012.

Auckland Transport will establish reserved shared vehicle parking, including physical infrastructure, consultation and administration requirements, at its own cost. Auckland Transport will also alter or remove reserved shared vehicle parking (as it considers appropriate) at its own cost.

The total maximum number of designated spaces within the boundaries of Auckland Council which will be allocated under the policy to shared vehicles is 400 (approximately 5% of the total on-street paid parking and time restricted spaces for the Auckland region). This best represents the appropriate level of spaces within the broader parking context at this time, and



will be reviewed regularly in response to the maturing market and external conditions. The activation of these spaces depends on the same criteria as outlined in Section 3.

Auckland Transport may remove poorly performing shared vehicle spaces. The assessment will be based on key metrics aligned to those outlined in Section 4.1 (Performance Monitoring), level of customer complaints, and/or strategic direction imperatives. Auckland Transport may also remove spaces as part of other road projects, such as road space reallocation or construction works.

Auckland Transport will provide approved organisations with up to date information on the locations/boundaries of the various parking types and will provide approved organisations with notice of changes to any locations/boundaries within a reasonable timeframe.

Auckland Transport will also provide approved organisations with notice within a reasonable timeframe of any loss of parking due to special events or construction works undertaken by Auckland Transport.

## 1.6 Shared vehicle objectives and principles

Auckland Transport's objectives for shared vehicles are to:

- Encourage the use of shared vehicles (with an increasing membership and increased utilisation), to reduce private car use.
- Ensure shared vehicle schemes represent an effective use of scarce parking resources.
- Ensure shared vehicle transport outcomes complement other 'shared mobility' initiatives.
- Comply with relevant legislation.

Given the above objectives, the principles used in the formulation of the policy are:

- Implement a transparent, open and 'level playing field' to enable shared vehicle approved organisations to compete.
- Acknowledge approved organisations may run station-based and/or free-floating schemes, so Aucklanders can benefit from different mobility options.
- Ensure decisions concerning parking for approved shared vehicles are transparent and consistent with other parking policy outcomes, such as parking to support retail and operations.
- Ensure where possible that the policy helps Auckland Transport operate in a financially responsible manner.

Shared vehicle and shared mobility options will continue to grow and evolve in Auckland. This policy is therefore expected to adapt over time and undergo review as needed, with any changes to conditions being rolled into the next approved organisation approval.

## 1.7 Structure of this Policy

Shared vehicles operate with a range of elements, all of which interact and depend on each other. This Policy has been deliberately structured as follows:



- Section 2 - An outline of the benefits that approved organisations will receive from Auckland Transport.
- Section 3 - An outline of the factors that Auckland Transport will consider when assessing applications for approvals.
- Section 4 - An outline of the conditions that Auckland Transport will impose on the approved organisations as part of the approval, aligned to each element.

## 1.8 Policy enactment

This Shared Vehicle Policy was approved by the Auckland Transport Board on 22 October 2019 and is enacted from that date. It replaces any previous policy or legal agreements around car share.



## 2. Benefits approved organisations will receive

If approved, the organisation will gain the following core parking benefits:

- The ability to park their shared vehicles in parking spaces reserved for shared vehicles
- The ability to park their shared vehicles in parking spaces where 'authorised vehicles' are exempt from the parking restrictions that otherwise apply.
- Discounted on-street parking for the first year of the approved organisation's approval period.
- The ability to apply for discounted leases in off-street Auckland Transport managed carparks (whether buildings or at ground level).

The details of these benefits are provided below.

### 2.1 Parking types

There are five primary types of public parking in Auckland operated by Auckland Transport:

- Paid parking (on-street and off-street) – users can remain in the parking space for as long as they pay
- Time restricted parking (general) – free to use, however users can only remain parked for the maximum time displayed on the regulatory signs on site
- Resident parking zones – two types:
  - 'Resident permit holders only' - only available to vehicles with resident permit
  - 'Time restricted, but authorised vehicles exempt' - free for any vehicle to use up to the maximum time stated, however permit holders are exempt from the time restriction and may park for any period.
- Reserved parking – parking that is reserved for a particular class of vehicle only. Free to use if the vehicle belongs to the reserved class e.g. spaces reserved for 'shared vehicles'
- Unregulated parking – available to everyone without any parking restrictions.

It is important to note that in terms of paid parking and time restricted parking these can be in the form of either a zone or along a length of kerb between two points.



The following are the on-street parking arrangements for vehicles which are operating under an approved shared vehicle scheme:

Parking Location	Signage	Outside of hire period (car is in home zone or shared vehicle space)	When parked during hire period
Paid parking		The approved organisation will pay the parking charge identified on signage either before or at the time of parking. Approved organisations will receive a 30% discount for the first year of their approval period, after which standard rates apply.	The customer will pay the parking charge according to signage, unless the approved organisation chooses to pay instead. Note that the approved organisation, as the registered vehicle owner, agrees to accept liability for any infringement costs incurred by its customers.
Reserved parking for shared vehicles only		No time restriction for shared vehicles. Signage will determine whether payment is required, which must occur as outlined above.	
Time restricted parking		Shared vehicles must comply with all time restricted parking.	
Time restricted except authorised vehicles exempt		No time restriction for shared vehicles holding a permit*. Permitted shared vehicles are 'authorised vehicles'. Note that there are some signed 'resident permit' zones also in operation which are progressively being replaced with 'authorised vehicle' zones. Permitted vehicles are not allowed to park in 'resident permit' zones.	
Unregulated parking	n/a	No cost or time restriction	

*\*Note that AT will continue to monitor the impacts of this dispensation and may revoke it by further decision of the TCC.*

## 2.2 Parking spaces

### On-street parking spaces

The Auckland Transport Traffic Bylaw 2012 provides for Auckland Transport to reserve parking solely for shared vehicles (being vehicles operated only by those approved under the Bylaw). Any reserved parking spaces will be indicated by signage and road markings to identify them as reserved spaces for shared vehicles. These spaces will be made subject to the payment of parking charges if they fall within a paid parking zone. These spaces will be

open for use by any permitted vehicle of any approved organisation – they are not restricted to specific vehicles or approved organisations.

On-street parking spaces are a particularly valuable public asset which provide public access to business/recreation/shopping, enable deliveries which sustain businesses and provide opportunities for other mobility options or urban street amenities. On-street parking is a limited resource with competing demands.

Auckland Transport will assess requests for additional reserved spaces in light of the wider public interest and consideration of other competing parking demands and will reassess the need each time a new operator gains approval from Auckland Transport as an approved organisation. Decisions to reserve parking under the Auckland Transport Traffic Bylaw are made by the Traffic Control Committee and may follow consultation with affected parties. Auckland Transport cannot guarantee or pre-determine the outcome of that process, which can take several months.

Auckland Transport will seek wherever possible to group multiple spaces in high-demand areas where a benefit to the public interest can be demonstrated and will seek input from approved organisations.

Auckland Transport must balance multiple demands for space in the road network, especially on arterial roads and in key centres, which are increasingly in conflict with kerbside car parking. These demands, such as improving the reliability of public transport, supporting the development of the cycle network and balancing the movement and place functions of roads, may necessitate the removal of parking spaces including those which are reserved for shared parking.

### **Off-street parking spaces**

Auckland Transport can offer discounted leases in some off-street Auckland Transport managed carparks, including reserved spaces for an approved organisation's exclusive use.



### 3. 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 Auckland Transport. Approved organisations will be provided with digital permits for each vehicle in their fleet (see Section 3.2). Approvals may be issued subject to a range of conditions including performance monitoring (see Section 4 for more detail).

This section outlines the process by which Auckland Transport will consider applications for approval, including the information that must be provided.

Auckland Transport manages and controls parking in the public interest and must act in a financially responsible manner. Given competing demands for parking spaces and the costs incurred by Auckland Transport in establishing reserved parking for approved shared vehicles, Auckland Transport wishes to ensure that the parking privileges provided to approved organisations are providing maximum public benefit. It is the benefit to the wider public interest, rather than the private commercial interests of an approved organisation, that will form the basis of Auckland Transport's decisions.

All approvals will be for a maximum term of 3 years and will be subject to the approved organisation meeting certain performance standards as set by Auckland Transport.

At the end of the 3-year period, a re-assessment of the approved organisation will take place, and any subsequent approval would consider the circumstances at the time and reflect any changes to this policy.

To apply for approval, organisations must complete and submit the *Application for approval as a Shared Vehicle Organisation* form. Approved organisations must provide enough information to Auckland Transport at the time of application to enable Auckland Transport to ensure all requirements of the policy will be met by the organisation if approved.

#### 3.1 Assessment of applications

Auckland Transport recognises that shared vehicle organisations have their own business imperatives and may operate in different ways. Auckland Transport will exercise its discretion in assessing an application based on the following criteria:

- An ability to work with Auckland Transport to provide a method to pay for share vehicle parking at or by the time of use.
- Shared vehicles must have a 5-star ANCAP (Australasian New Car Assessment Program) rating, be fully maintained and comply with all relevant regulations. As a transitional measure, vehicles which can be demonstrated as being part of a regular car share fleet at the time this policy is enacted are exempt from the safety standard. However, this exemption will end for all vehicles at the commencement of the second three-year approval period.
- 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 agree to accept liability for any infringement costs accumulated by customers, including the requirements for infringement outlined in Land Transport Rule: Operator Licensing 2017.
- Deliver an ‘open access’ operational model that includes:
  - A scheme of sufficient scale, with widespread and convenient access to vehicles
  - Use of the shared vehicles which is 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
  - Transparent costs and rates to hire vehicles
  - Provision of an operational plan to respond to any parking or vehicle issues, including but not limited to, bunching of shared vehicles in areas affecting access for other users
  - Provision of a plan for growing long term membership
  - Encouragement of high turnover of bookings for each vehicle to facilitate wide utilisation
- An ability to provide AT with a monthly data report in standardised format, through an application programme interface (API)
- Processes to ensure vehicles that are incapacitated for any reason are removed within 24 hours
- A rationale for proposed Home Zone boundaries (if the scheme requires one)

It is preferred, but not mandatory, that vehicles display the organisation’s livery or logo for easy recognition.

Additional criteria will be added to the next version of this policy to mandate that vehicles in approved organisation fleets comply with the Central Government’s forthcoming 2022 emissions standards.

Auckland Transport may decline any application on reasonable grounds. If declined, while operators could provide a shared vehicle operation in Auckland, they would not be able to gain the parking benefits provided to approved organisations.

### 3.2 Shared vehicle permits

Successful approved organisations will receive permits in conjunction with their approval. The permits are the legal mechanism by which shared vehicles can access some of the parking advantages available to them.

The following are the key components of the Permit system:

Permit System Components	
Type of permit	1 digital permit issued to each vehicle per annum available for hire as part of the fleet, linked to the vehicle licence plate.
Conditions of permit	Permits are not to be used for organisation staff parking. Permits are only valid in areas signed as “time restricted except authorised vehicles” and/or “shared vehicle spaces”.



Permit System Components	
	<p>Permits may be transferred from one vehicle to another, provided that:</p> <ul style="list-style-type: none"> <li>• The details of the vehicle are provided to Auckland Transport</li> <li>• The approved organisation owns or leases both vehicles</li> <li>• The vehicle to which the permit is transferred is a replacement for a vehicle removed from the car share fleet</li> </ul>
Permit fees	<p>Annual fee per permit, which represents the reasonable cost incurred in generating the permits and may change as costs change.</p> <p>Note the permit cost is not re-incurred if the approved organisation replaces the vehicle, as long as AT is informed in advance and the applicable steps are taken through the approved organisation's Auckland Transport account.</p>
Criteria for additional permits	<p>There is no limit on the number of permits that could be issued, but demand for more must be demonstrated based on fleet performance and will be assessed based on demand, the cumulative impact on wider parking policy and transport objectives, along with other metrics included in the Performance Monitoring, Section 4.1. Note that Auckland Transport will not provide additional permits where significant parts of an approved organisation's fleet are not operating effectively.</p>

### 3.3 Assessment of requests for shared vehicle parking spaces

As outlined previously, approved organisations can request additional shared vehicle spaces be provided by Auckland Transport. As part of the internal assessment Auckland Transport will undertake before commencing a public consultation process, the proposal will be considered against the following criteria:

- Proximity of other reserved shared vehicle spaces
- Level of usage of nearby shared vehicle spaces
- Performance of all shared vehicle spaces, particularly spaces used by the approved organisation applying, with a view to substituting an existing, underperforming space for the proposed new space
- Local context and parking demand/supply, as well as future parking allocation, catalysing projects or developments and strategic direction.



## 4. Conditions of approval

The core conditions which approved organisations will be required to comply with as part of their approval by the Auckland Transport Traffic Control Committee (TCC) are:

- Approved organisations must attend regular quarterly meetings with Auckland Transport (more frequently on start-up), regarding data and reporting, operational performance, and these conditions of approval.
- Approved organisations must fully co-operate with Auckland Transport to resolve issues relating to the operation of the scheme, including but not limited to:
  - identifying home zone boundaries (for free-floating models), 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)
  - resolving any issues with automatic payment systems used for paying AT parking charges when required
- Auckland Transport will inform applicants of any reasonable concerns with their proposed geographic boundaries or home zone(s), so issues can be discussed and resolved as part of the application process.
- Approved organisations must ensure that their operation, vehicles and users comply with all legal requirements.
- Approved organisations must ensure that every vehicle available for hire as part of the fleet has a valid Auckland Transport permit.
- While users should pay any parking charges and adhere to any parking rules associated with the vehicle use during their hire period, the approved organisation, as the registered vehicle owner, agrees to accept liability for any infringement costs accumulated by customers while using the vehicle.
- Approved organisations must ensure reasonable customer access to vehicles at all times.
- Approved organisations must provide Auckland Transport with monthly data of their operations as outlined in 'Performance Monitoring'. The specifics of the information required will be provided at the time of approval.

The TCC may exercise some discretion as to the particular conditions of approval acknowledging shared vehicle organisations operations and business models may vary.

If Auckland Transport believes an approved organisation is in breach of the conditions of the approval or permit, it will endeavour to resolve the issue with the organisation directly. If this cannot be resolved to its satisfaction, then it may consider cancellation of the approval and permits.

### 4.1 Performance Monitoring

The performance of a shared vehicle scheme will be assessed on data provided to Auckland Transport by the approved organisation. Auckland Transport may also use other data sources,



including data from the Auckland Transport Park app and information from Auckland Transport Parking officers.

Auckland Transport will require an annual membership survey, in collaboration with the approved organisation, with questions agreed and approved by both parties and distributed by the approved organisation, with all results shared with Auckland Transport, in an anonymised format.

Approved organisations are required to provide anonymised data of their operations in a standardised format, that would allow the below tabled information to be extracted by Auckland Transport. It is mandatory for approved organisations to provide a suitable application programme interface (API) to Auckland Transport. This information would be kept confidential by Auckland Transport.

On the re-assessment of an approved organisation, after a 3-year approval period, a range of factors will be considered, including performance data track record, the outcome of membership surveys, and the impact of the shared vehicle scheme on the wider transport system.

Data Requirements
Unique users per vehicle*
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
Trip time per trip per vehicle
Percentage of one-way trips (if applicable)
Spatial representation of trips (origin street and destination street) per trip per vehicle
Average hire costs per user
Number of approved organisation app downloads
Details of the number of car relocations needed (outlining where they were and where they were moved to)

*\*performance metric*

Future versions of this policy will develop minimum performance standards for shared vehicles and shared vehicle spaces.



## 5. Summary schedule of fees

Item	Cost	Comments
Permits	\$70/vehicle/per annum*	<p>Approved organisations may transfer permits from one vehicle to another, provided that conditions stipulated in section 3.2 are met.</p> <p><i>*Note that this cost is subject to regular review and will change over time. Operators will be advised at the time of their application to be approved organisations what the current rate is.</i></p>
Paid parking costs	At rates as displayed at parking location	<p>Approved organisations are liable to pay the parking charges in paid parking areas according to signage at or by the time of parking, whether within or outside customer hire sessions.</p> <p>This applies also to shared vehicle spaces if the vehicle is within a paid parking area.</p> <p>Note approved organisations will receive a 30% discount on the paid parking rate for the first year of their approval.</p>
Reserved parking establishment and rectification	\$0	Auckland Transport will absorb this cost for each space

