

5.1. New Car Share Applications – Consultation Outcomes, August 2022

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ENDORSED BY: *Duncan Mitchell, Director Engineering and Property Services*

ATTACHMENTS:

1. Community Engagement Strategy - New Car Share Applications [5.1.1 - 5 pages]

PURPOSE:

This report recommends the proposed dedicated parking spaces in Hazelbank Road and Christie Street, Wollstonecraft, and Guthrie Avenue, Cremorne Point be converted to dedicated car share spaces. The application is informed by data provided by the operator that demand for car share is increasing and surplus demand exists at the sites, and consultation outcomes with the community.

EXECUTIVE SUMMARY:

The Car Share provider GoGet has proposed three dedicated car share spaces in Hazelbank Road and Christie Street, Wollstonecraft, and Guthrie Avenue, Cremorne Point. In April 2022, GoGet submitted applications for the locations, which included three months usage data and memberships within a 250 metre radius of each location.

In addition, GoGet has completed its Annual Survey and the result for North Sydney revealed a steep decrease in car ownership after residents joined. The survey found that 30% of members had given up a car entirely since joining GoGet, combined with customers that already did not have a car, this results in 63% of North Sydney members no longer owning a car. These members reported that joining carshare enabled them to defer the purchase of a car.

This report recommends the proposed dedicated parking spaces in Hazelbank Road and Christie Street, Wollstonecraft, and Guthrie Avenue, Cremorne Point be converted to dedicated car share spaces in line with the data provided by the operator that surplus demand exists at the sites and consultation outcomes with the community.

FINANCIAL IMPLICATIONS:

There will be no financial implications to Council

RECOMMENDATION:

1. **THAT** the consideration of the new car share spaces in Hazelbank Road and Christie Street, Wollstonecraft, and Guthrie Avenue, Cremorne Point be approved by the Council.

LINK TO COMMUNITY STRATEGIC PLAN

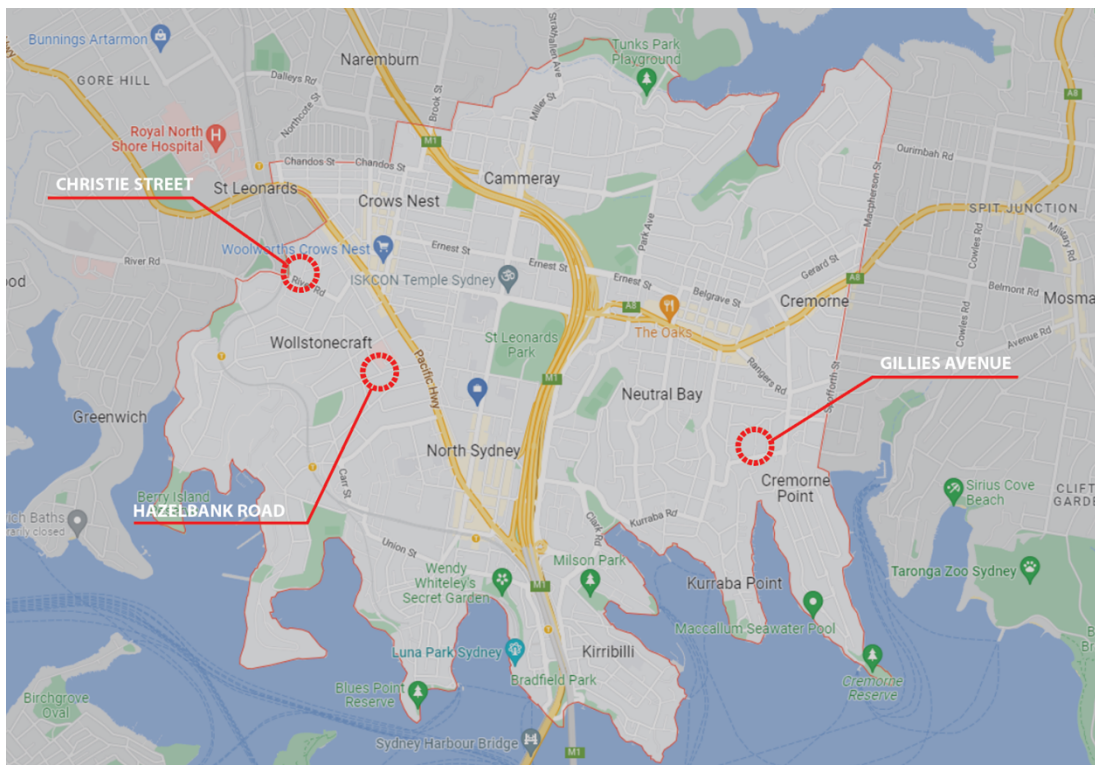
The relationship with the Community Strategic Plan is as follows:

- 2. Our Built Infrastructure
 - 2.3 Prioritise sustainable and active transport
 - 2.4 Efficient traffic mobility and parking
- 3. Our Innovative City
 - 3.2 North Sydney is smart and innovative
- 5. Our Civic Leadership
 - 5.3 Community is engaged in what Council does

BACKGROUND

The North Sydney Community Strategic Plan North Sydney Vision 2040 ('CSP') sets a target to increase the number of car share membership in the North Sydney LGA. The expanded provision of on-road dedicated car share spaces in appropriate locations is required to achieve this target.

In line with the CSP, this report recommends the proposed dedicated parking spaces in Hazelbank Road and Christie Street, Wollstonecraft, and Guthrie Avenue, Cremorne Point be converted to dedicated car share spaces in line with the data provided by the operator that surplus demand exists at the sites and consultation outcomes with the community.



Map 1. Proposed dedicated car share locations



Map 2. Proposed dedicated car share location Gillies Avenue, Cremorne Point



Map 3. Proposed dedicated car share location Christie Street, Wollstonecraft



Map 4. Proposed dedicated car share location Hazelbank Road, Wollstonecraft

Car Share schemes provide several potential benefits to scheme members and the broader community as they can:

- Enable residents to have car free households
- Encourage walking, cycling and greater use of public transport
- Increase parking capacity, as one car/space can cater for many residents
- Ease traffic congestion by reducing traffic 'cruising' for parking
- Improve cost of living through reduced dependency on car ownership
- Clean the air and reduce carbon emissions through less car kilometres travelled

CONSULTATION REQUIREMENTS

Community consultation has been undertaken as outlined in the New Car Share Application – Community Engagement Strategy (refer to attachment A)

Relates to ECM No: 8932600, 8932613, 8932621, 9046554, 9046556, 9046565

Standard or Guideline Used: New Car Share Application – Community Engagement Strategy, North Sydney Car Share Policy, RMS TTD 2018/001

Signs & Lines Priority: 2

Precinct and Ward: Wollstonecraft and Bennett Precincts, St Leonard and Cammeraygal Ward

Impact on Bicycles: Nil

Impact on Pedestrians: Nil

Impact on Parking: The recommendation results in the conversion of three (3) parking spaces to dedicated car share spaces.

DETAIL

Consultation

Operators seeking to install a new vehicle space, are first required to submit an application to Council that contains information relevant to the criteria set out in the North Sydney Car Share Policy, and a justification for the installation of the space. Applications are subject to a fee.

The application process includes the following steps:

The steps involved include:

1. Application - the Car Share Provider applies to Council for a new car share parking location. Council Traffic & Transport Operation staff assess the application, and if they do not conflict with the North Sydney Car Share Policy, TfNSW car share guidelines, or any other of Council's Policies, a sign is installed seeking community feedback on the proposal.
2. Community Consultation - the community is provided opportunity to comment on the proposed car share location. The consultation period is 21 days and personally addressed letters are mailed to residents and businesses within 100 metres of each location, and signage installed at the site.



Image 1. Example of signage installed at proposed car share parking location

3. Traffic Committee - the application and outcomes from the community consultation are taken to the North Sydney Traffic Committee for consideration.
4. Installation - if approved, signage indicating the changes to parking are exhibited for 21 days after which car share parking signage is installed.

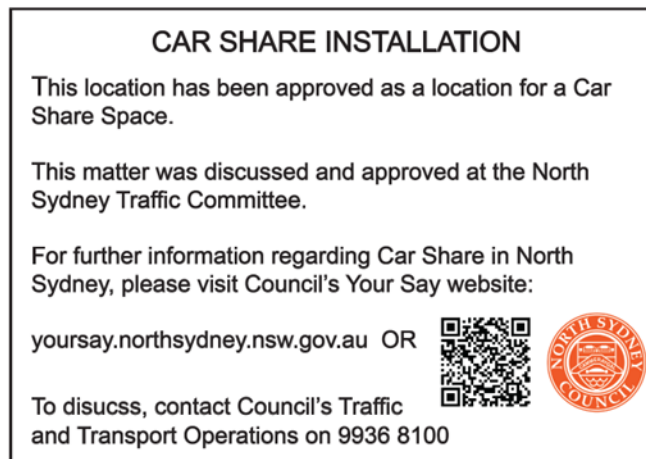


Image 2. Example of signage installed at approved car share parking location

Consultation on the proposed three dedicated car share spaces in Hazelbank Road and Christie Street, Wollstonecraft, and Guthrie Avenue, Cremorne Point was conducted in August 2022. as outlined in the New Car Share Application – Community Engagement Strategy (refer to Attachment A for further details).

The spaces proposed do not conflict with any key technical standards or guidelines. Submissions indicated mixed views, and for the Guthrie Avenue location there were significantly more people opposing the dedicated bay than supported. The main concern was loss of parking.

Contrary to submission concerns, car share has been shown to reduce the strain on parking. In a recent annual survey of GoGet, customers in North Sydney reported a steep decrease in car ownership after residents joined. The survey found that 30% of members had given up a car entirely since joining GoGet, combined with customers that already did not own a car, this results in 63% of North Sydney members no longer owning a car. These members reported that joining cars share enabled them to defer the purchase of a car.

GoGet has provided further local data on the positive impact car share has on parking specific to each location. This is outlined in the submissions report.

Feedback Summary

Feedback on applications received for car share parking locations in Christie Street, Guthrie Avenue and Hazelbank Road closed 22 August 2022. In accordance with Council's *Car Share Policy*, before finalising assessment of each application, community feedback is sought on the proposed car share locations via notification of each proposal.

Christie Street

A total of 14 submissions were received for the dedicated Car Share on Christie Street.

Of the 7 (50%) submissions that supported the location, convenience, providing an alternative to car ownership and accommodating population density were the most common reasons given.

Of the 7 (50%) submissions that opposed the location, parking and site constraints, restricted parking and locating car share near more dense areas were the key issues raised.

A response (by theme) to the submissions opposing the location is provided below:

| No. | Issues | Response |
|-----|--------------------|---|
| 6 | Parking | <p>Council understands that parking is a concern for residents and difficulty locating parking can cause issues with accessibility. On-street parking is a finite resource and additional on-street parking is rarely possible. This means Council must use this resource more efficiently and Car Share is one tool that can free up on-street parking. Car Share can have significant benefit in alleviating residential parking capacity issues.</p> <p>For Christie Street, nearby car shares attracted a large number of bookings in July 2022. This includes:</p> <ul style="list-style-type: none"> • Nicholson Street with 186 hours/space • Russel Street with 129.5 hours/space • Gillies Street with 71 hours/space <p>In June 2020, GoGet data suggested that 469 metres of on-street parking has been saved in Wollstonecraft due to the carshare induced deferral of vehicle purchases, which would have otherwise been parked on local streets.</p> |
| 1 | Restricted Parking | <p>This submission suggested unrestricted parking was a more suitable location for dedicated car share locations.</p> <p>Applications for dedicated car share locations can be in either restricted (has a time limit or is ticketed) or unrestricted parking. Residents have previously raised concerns regarding both restricted and unrestricted for different reasons:</p> <p>Restricted - residents with parking permits prefer dedicated Car Share locations to occur in unrestricted locations. As there is greater turnover in these locations, it is therefore easier for permit holders to find parking.</p> <p>Unrestricted - residents that do not, or are unable to apply for, a permit prefers dedicated car share locations in restricted locations. For these residents, a loss of unrestricted parking can make parking more difficult as they already have less parking they can permanently access.</p> <p>Council will review each application on an individual basis. Considering residents without a permit generally have less parking to choose from, unrestricted parking is generally the preferred option.</p> |
| 1 | Site Constraints | <p>A submission raised concerns about access to the dedicated Car Share location. Between the hours of 6 and 10am, Monday to Friday, traffic is not permitted to turn left onto Christie Street from</p> |

| No. | Issues | Response |
|-----|---------|---|
| | | <p>River Road. The intention of this signage is to reduce the usage of Christie Street as a 'rat-run' in morning peak.</p> <p>Further review of the streets adjoining River Road, including Hume, Carlyle and Baronia Street, indicate the Christie Street is the least constrained location.</p> |
| 1 | Density | <p>A submission suggested the dedicated Car Share locations should be located near high density housing. New high-density developments often include dedicated Car Share parking and is a way to reduce the need for car ownership. However, the opportunity to not own a car should not be reserved for people that live in an apartment.</p> <p>Car share data from the Wollstonecraft area suggests that Car Share is used by a large number of people. For Christie Street, nearby car shares attracted a large number of bookings in July 2022. This includes:</p> <ul style="list-style-type: none"> • Nicholson Street with 186 hours/space • Russel Street with 129.5 hours/space • Gillies Street with 71 hours/space <p>The proposed location is also between 400 and 800 metres from higher density areas in Crows Nest and St Leonards, which is approximately a 5-10-minute walk.</p> |

Guthrie Avenue

A total of 14 submissions were received. Of these 11 opposed and 3 submissions in support of the dedicated car share location.

Of the 4 (22%) submissions that supported the location, convenience, providing an alternative to car ownership and flexibility were the most common reasons given.

Of the 11 (78%) submissions that opposed the location, parking constraints were the key issues raised.

A response (by theme) to the submissions opposing the location is provided below:

| No. | Issues | Response |
|-----|---------|--|
| 11 | Parking | <p>Council understand that parking is a concern for residents and difficulty locating parking can cause issues with access. On-street parking is a finite resource and additional on-street parking is rarely possible. This means Council must use this resource more efficiently and Car Share is one tool that can free up on-street parking. Car Share can have significant benefits for residents in alleviating parking capacity issues.</p> <p>For Guthrie Street, nearby car shares attracted a large number of bookings in July 2022. This includes:</p> <ul style="list-style-type: none"> • Bannerman Street with 26.5 hours/space |

| No. | Issues | Response |
|-----|--------|--|
| | | <ul style="list-style-type: none"> • Milson Road near Murdoch with 135.5 hours/space • Harriette Street with 46 hours/space <p>In June 2020, GoGet data suggested that 145.84 metres of on-street parking has been saved in Cremorne Point due to the carshare induced deferral of vehicle purchases, which would have otherwise been parked on local streets.</p> |

Hazelbank Street

A total of 11 submissions were received for the dedicated Car Share on Hazelbank Street.

Of the 5 (45%) submissions that supported the location, submissions sited convenience, providing an alternative to car ownership, environmental reason and improved cost of living were the most common reasons given.

Of the 6 (55%) submissions that opposed the location, submissions sited parking constraints and insufficient demand were the key issues raised.

A response (by theme) to the submissions opposing the location is provided below:

| No. | Issues | Response |
|-----|------------------------------|--|
| 6 | Parking, insufficient demand | <p>Council understand that parking is a concern for residents and difficulty locating parking can cause issues with access. On-street parking is a finite resource and additional on-street parking is rarely possible. This means Council must use this resource more efficiently and Car Share is one tool that can free up on-street parking. Car Share can have significant benefits for residents in alleviating parking capacity issues.</p> <p>For Hazelbank Street, nearby car shares attracted a large number of bookings in July 2022. This includes:</p> <ul style="list-style-type: none"> • Morton Street with 236.5 hours/space • Hazelbank Street with 85 hours/space • Morton Street near Crows Nest Road with 45.5 hours/space <p>In June 2020, GoGet data suggested that 469 metres of on-street parking has been saved in Wollstonecraft due to the carshare induced deferral of vehicle purchases, which would have otherwise been parked on local streets.</p> |

COMMUNITY ENGAGEMENT STRATEGY



New Car Share Applications

Prepared June 2022

Amended September 2022

Councils are required under the *Local Government Act 1993* to inform the community of issues that potentially affect their way of life. North Sydney Council is committed both in principle and in practice, to engaging on matters affecting the North Sydney community.

The purpose of this project-specific Community Engagement Strategy is to outline the ways stakeholders can be involved in the decision-making process. Community engagement opportunities will be provided across a range of 'engagement' levels.

1. Introduction

Council is committed to engaging the community to ensure adequate opportunity is provided for feedback on proposed car share locations. Council supports car share schemes as they are identified in the *North Sydney Community Plan* and the *North Sydney Transport Strategy (2018)* to encourage sustainable transport. Car share schemes provide potential benefits to the community, not just scheme members as they can:

- reduce the level of private vehicle ownership
- reduce pressure on parking, as one car/space can cater for many residents
- reduce traffic congestion caused by traffic 'cruising' to find parking.

Car share schemes also provide a transport option for residents and community members who don't or can't own their own car.

1.1 Council's Community Engagement Protocol

This strategy has been prepared in accordance with Council's *Community Engagement Protocol*. The Protocol is used to determine the level of 'level(s) of impact' applicable to this project/decision (proposal). This proposal has been determined as:

| LEVEL OF IMPACT | LEVEL OF ENGAGEMENT |
|-----------------|---------------------|
| Low/Local | Inform and Consult |

1.2 Relevant Legislation, Policies and Plans

This Engagement Strategy is informed by the following Council policies and plans:

- Car Share Policy
- Community Strategic Plan
- Compliance and Enforcement Policy
- Parking Management and Enforcement Policy
- Resident Parking Permit Policy

New Car Share Applications Community Engagement Strategy

Council used the framework shown below in Table 1.1 to select the most appropriate level(s) of engagement for this proposal to ensure an appropriate range of engagement levels and methods were offered:

| LEVEL | DESCRIPTION |
|-------------|---|
| Inform | Providing balanced and objective information to help the community understand problems, alternatives, opportunities and/or solutions |
| Consult | Obtain public feedback on alternatives and/or decisions |
| Involve | Work directly with the community throughout the process to ensure that public concerns and aspirations are consistently understood and considered |
| Collaborate | Partner with the public in each aspect of the decision including the development of alternatives and identification of the preferred solution |

Table 1.1 Derived from the IAP2 Public Participation Spectrum

2. Background

Council's *Car Share Policy* was introduced in August 2005. In August 2013, Council adopted a new process for notifying the community of proposed car share installation prior to the matter being referred to the North Sydney Traffic Committee. The Policy was amended in September 2022 to include the requirement that once the application fee is received, that Council notifies the community of the proposed location. The period for providing feedback on each proposed location is a minimum of two (2) weeks i.e. no less than 14 days.

Initially, Council's Traffic & Transport Operations Department assess the appropriateness of a proposed car share location. If the location is deemed appropriate, a temporary sign is placed next to the proposed location indicating that the location is being considered for a car share parking space. Notification letters are distributed to residents and businesses within a 100m radius and opportunities for feedback are provided through letter, email and online form hosted via the Your Say North Sydney webpage.

The signs are installed at each location for a minimum of two (2) weeks. An example of the sign is provided below.



New Car Share Applications Community Engagement Strategy

3. Community Engagement Strategy

3.1 Who are our community stakeholders?

The Engagement Strategy identifies the following groups to engage with in the local community:

- residents
- businesses
- related car share provider (applicant).

3.2 Key Communication Messages

Per application received:

- Car share benefits the community as it can reduce the level of private vehicle ownership, reduce pressure on parking as one car/space can cater for many residents, and reduce traffic congestion caused by traffic 'cruising' to find parking. Car share schemes also provide a transport option for residents and community members who don't or can't own their own car.
- The community will be notified of each new car share application, giving a minimum of 14 days to provide feedback on the proposal.
- All feedback received will be collated and analysed and used to inform the recommendation. A recommendation to proceed (or not) with the car share location will be reported to the Traffic Committee. Approval of a car share location occurs after the Traffic Committee has approved the location and minutes of the Traffic Committee meeting have been reported to Council.
- The car share provider will be informed whether their application has been successful, and an invoice issued for the signage fee.
- Signage indicating the parking changes will be installed for a minimum 14 days before the car share signage is installed.

3.3 Assessment and Notification Process

The following table outlines the assessment process per application. Stakeholder engagement will occur as noted at Step 2.

| STEP | DESCRIPTION |
|-----------------------------------|--|
| 1. Car Share Provider Application | <p>A car share provider applies to Council via the Sustainable Transport Project Coordinator.</p> <p>Applications for new car share spaces must demonstrate that there are multiple potential users in the immediate area, and that there are no existing alternatives that service this demand.</p> |

New Car Share Applications Community Engagement Strategy

| STEP | DESCRIPTION |
|-------------------------------|--|
| | <p>An invoice is issued to the car share provider to pay the application fee as outlined in Council's annual Fees & Charges Schedule.</p> |
| 2. Community Consultation | <p>Once the application fee is received, Council notifies stakeholders and seeks feedback on the appropriateness of the proposed location. The feedback is not voting as such, but it will assist in determining support for the proposed car share locations.</p> <p>The feedback period will be for a minimum of two (2) weeks (i.e. 14 days).</p> <p>Signage is erected at the site outlining the proposal to install car share parking, and letters are sent to residents and businesses within a 100m radius of the site.</p> <p>Feedback can be provided via:</p> <ul style="list-style-type: none"> • email to yoursay@northsydney.nsw.gov.au (include reference to location) • letter posted to North Sydney Council, PO Box 12, North Sydney NSW 2059 (include reference to location) • online feedback form via the Your Say North Sydney site <p>Council's Sustainable Transport Project Coordinator is available via phone call, however formal submissions must be made through the above methods.</p> <p>After the notification period has ended, submissions are collated and assessed, and submissions summary is prepared.</p> |
| 3. Traffic Committee Approval | <p>If the site is deemed appropriate for car share, a recommendation to install the car share space is reported to the next available North Sydney Traffic Committee.</p> <p>The Traffic Committee may:</p> <ul style="list-style-type: none"> • approve the car share application and proceed with installation • request further consultation to assess the need for the car share location; or • reject the car share application. <p>Submitters will be informed of the outcome. A temporary sign will also be erected onsite a minimum of 14 days prior to the change in restriction, advising that the parking restrictions at this location will change and the signage will be replaced, indicating that this space will be reserved for car share parking.</p> |
| 4. Signage Fee | <p>If the car share location is approved, the car share provider will be informed and issued with an invoice for the installation of signage. After payment is received, Council's Sustainable Transport Project Coordinator submits a Signage and Lines Instruction form to Council's Works Engineering</p> |

New Car Share Applications Community Engagement Strategy

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| STEP | DESCRIPTION |
|------------|---|
| | Department. |
| 5. Signage | The temporary signage at Step 3 will be replaced with the permanent new sign stating the new restriction. |

The following methods will be used to notify and seek feedback on each proposal. Not listed in priority order.

| METHOD | ENGAGEMENT LEVEL | PURPOSE |
|--|------------------|---|
| 'Have Your Say' Web Page | Inform | Inform the community of the proposed car share location and provide ease of access to all information regarding the proposal. Includes FAQs. |
| Letterbox Drop/Direct Letter | Inform | Distributed to properties (residents and businesses) within a 100m radius of each application informing of the proposal and opportunity to provide feedback |
| Onsite Signage | Inform | Inform the general community of the proposed car share location and opportunity to provide feedback |
| eNewsletters - Council eNews, Business eNews, Precinct eNews | Inform | Inform subscribers of the proposed car share location and opportunity to provide feedback |
| Submissions | Consult | Free form feedback accepted by email or posted letter as well as via online form. |

4. Opportunity Cost/Rationale

Engaging the community in this proposal may entail financial costs to Council to achieve a high-quality engagement process. If the process is robust, community ownership of the decisions made will ensure efficient outcomes. Insufficient or poor-quality engagement can result in poor long-term decisions requiring further resources to rectify. The aim of a high-quality community engagement process is to make sustainable decisions. The engagement process will help Council staff and/or Councillors to understand the related recommendations rationale.

5. Further Information

For further information contact Council's Max White, Sustainable Transport Project Coordinator, Traffic & Transport Operations Department:

Phone: 9936 8100
 Email: yoursay@northsydney.nsw.gov.au
 Website: www.northsydney.nsw.gov.au