



CARSHARE AUSTRALIA

UNSW KENSINGTON CAMPUS

PROPOSAL FOR CARSHARING ON-CAMPUS

Proposal Summary

Carshare Australia Pty Ltd is keen to establish an on-campus carsharing service at the Kensington Campus. We would like to propose the rezoning of one of the existing metered parking spaces in the surface parking station on Lower Campus on the corner of Union Road and Gate 2 Avenue, and one of the spaces opposite New College.

Carshare Australia Pty Ltd (trading as GoGet) is a carsharing service with over 450 vehicles and 9000 members located in Sydney, Melbourne and Adelaide. A carsharing service on campus at UNSW will provide students with better alternatives to private car patronage, reduce greenhouse gas emissions and improve parking constraints in the area.

Carsharing plays a key role in developing a more sustainable, environmentally conscious transport model. It involves a fleet of new, efficient (including hybrid) vehicles that are parked in dedicated carsharing bays. Students can sign up to the service both online and over the phone and once members, can book for as little as an hour at a time. Students can then use vehicles both from campus, and near where they live.

UNSW Transport needs

Private car usage at UNSW is a key concern in developing a more sustainable transport plan. Carsharing on-campus encourages public transport patronage, cycling and walking as it allows students and faculty members who need access to a car during the day, but can travel to campus via public transport, to leave their vehicle at home. This opens up parking spaces for students who are not well serviced by public transport. Carsharing is also of benefit to students who live on-campus. Long-term parking of cars owned by campus residents adds to parking congestion, especially on High Street, and a carsharing service on campus will mean more students will choose to forgo private car ownership. Carsharing has been shown to decrease parking demand by up to ten cars per carsharing vehicle.

Carsharing provides the following benefits to UNSW

- Provides an on-campus vehicle for college residents
- Provides a service to faculty members and student organisations to enable transportation of bulky items such as artworks
- Reduces parking congestion on campus, which benefits people who do have need of a vehicle to get to the campus
- UNSW would be the first university in Australia to have an on-campus carsharing scheme, showing its green credentials
- An attractive service for international students, allowing them use of a vehicle while they are studying in Australia
- As university grows, there will not be a need to build new multilevel parking stations, reducing costs

Carsharing is an attractive option for students for the following reasons

- Option for discounts through ARC membership
- Convenient way to transport bulkier items for student organisations such as Bike Club
- Benefit to Fine arts students – who already have several cars close by the COFA campus



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- New vehicles – safer, more efficient, more reliable
- Access to a large existing network of carsharing vehicles in the eastern suburbs and inner west area, where the bulk of the student body reside.

Operational Plan

Carshare Australia will wear all risk for this trial, including the provision of two new carsharing vehicles, marketing of the service, installation of the carsharing bays, membership services and all management and upkeep of the vehicles. UNSW will receive this service at no cost to the university, and no ongoing risks.

UNSW will provide

- Allocation of two carsharing bays on lower campus, with opportunities for expansion dependent on utilisation
- Permits, or waiving of parking fees in the carpark for when the dedicated bays are illegally parked in by non-carsharing vehicles.
- Promotion of the service through staff and student newsletters, bulletins and newspapers

Carshare Australia will provide

- Two brand new car sharing vehicles on campus
- Marketing promotion on campus and to the surrounding community of the university's participation in car sharing
- Installation costs of the two carsharing bays

In addition Carshare Australia provides

- Access to our Web & Phone (local call) Booking systems that make it easy to share the vehicles;
- Administration and on-going management of all current and new members on campus;
- Bill payment & collection systems for all fees and usage charges;
- Insurance for vehicles and drivers
- Vehicle cleaning, both interior and exterior;
- All other day to day car sharing service issues and jobs.

Additional marketing opportunities may be an option for UNSW, including co-branding of the carshare vehicles, naming rights for the vehicles and discounts for students through ARC, colleges and faculties.

Timeline for implementation

Date	Activity	Details
Early December 2010	Meeting with key stakeholders	Meet with key stakeholders to discuss operational plan
December 2010 - January 2011	Approval of trial scheme	Scheme is approved and approval for linemarking/signage is given



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Late January 2011	Signage and line-marking installation	Contractor installs signage and linemarking at approved locations (all costs covered by carshare operator)
Late January 2011	Operational plan finalised with Facilities Management	Permit/permission to park in area given, key contacts designated. Lines of communication organised.
February 2011	Launch of carsharing trial	Media and official opening, jointly organised by Carshare operator and UNSW.
February 2011-ongoing	Marketing to students	Marketing to students through ARC and university communication, jointly organised by carsharing operator and UNSW.

Proposed locations

Location 1: The surface carpark on the corner of Union Road and Gate 2 Avenue, closest to the Material Sciences building and opposite the Law Building. In order to ensure that the vehicles are easily located, and to promote the service, the high visibility locations next to the footpath would be preferred.



Proposed location: Material Sciences Building opposite Law Building



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If the preferred space is deemed unworkable, bays could also be allocated in the carpark opposite the Australian School of Business.



Alternative location 1: Opposite Australian School of Business.

Location 2: The second location proposed is on the other side of campus next to New College, near Shalom College, the new engineering building and the pedestrian access to Kingsford shops. Either the parking spaces next to new College, or the space opposite Shalom College, would be suitable for a dedicated carsharing location.





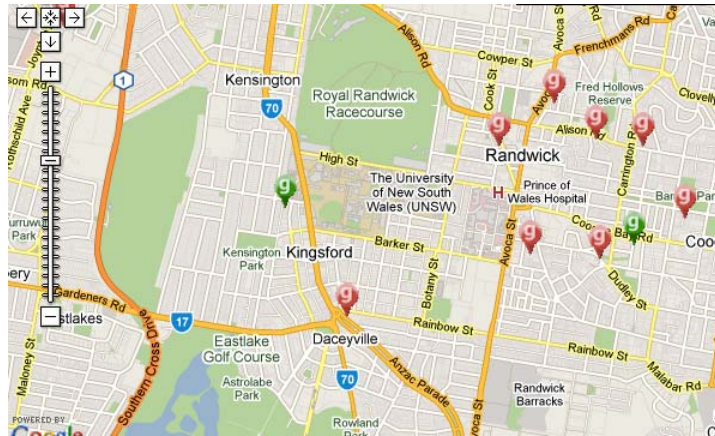
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UNSW Map Ref	Gate entrance	Other location details	Comments
E9	Gate 2 High St	In the parking bays adjacent to the footpath opposite the Law building	Close to UNSW Village, Law School, ASB.
E10	Gate 2 High St	In the carpark opposite Material Sciences	Close to UNSW Village, Law School, ASB.
N11	Gate 14 – Barker Street	In the parking bays opposite Shalom College	Close to Shalom College, Village Green, Tyree Building

The vehicles would be part of an existing network of carsharing vehicles in the immediate area, which means that spillover from the vehicles would be well serviced.



Map of existing network of carsharing locations in the Kingsford area.

Locations of existing carshare bays in the Randwick Council area

Suburb	Street	Other location details
Randwick	Silver Street	In the Council car park
Randwick	Alison Road	North side of road, east of St. Mark's Road
Randwick	Glebe Street	West side of road, north of Carrington
Coogee	Dolphin Street	North side of road, just west of Mount Street.



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Coogee	Beach Street	Outside 108 Beach Street, Arcadia and Bream Street.
Coogee	Coogee Bay Road, west of Melody Street.	First parking space west of bus zone
Randwick	'The Spot' – Dyne Street, south of St. Pauls Street	First parking space on east side of Dyne Street
Kensington	Day Avenue, just east of Doncaster Avenue	Northern side of road
Kensington	Harbourne Road	First parking space south of Rainbow St/9 ways roundabout
Kensington	Todman Avenue	Western side of road, first space north of Carminya St
Maroubra	Anzac Parade, Maroubra Junction	Inside central median carpark, just north of Maroubra Road.

The proposed spaces would be linemarked and have signage installed at cost to Carshare Australia according to RTA Specifications. An example of the linemarking and signage can be found in the photo below



Introduction to Carsharing

A car sharing program offers students access to a fleet of cars parked on-campus, and near to where they live or work. The vehicles are parked in a dedicated location, called a pod, and are returned to that spot at the end of each trip. People subscribe to use the service by becoming members. Once a member they book any of the vehicles available for use by the hour either



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using the internet or by making a phone call. Access to the vehicles is fully self service, usually via a smart-card, and members receive a monthly bill detailing their car usage along with billing.

Car sharing services operate to fill a mobility 'gap' that exists between car rental, which is cost-effective and only practical for long-term rentals, (i.e. 3 days or more) and public transport, walking and cycling, which can generally suit most local transport needs.

Carsharing schemes now operate in more than 600 cities worldwide and are highly successful on university campuses, especially in the USA. It is becoming a more mainstream option as city planners integrate carsharing into a sustainable transport plan that takes into account booming population increases in the inner city areas, and a need to move away from car usage and ownership.

Management of a car sharing scheme is provided by a car share operator and includes:

1. Supplying a fleet of cars for shared use,
2. Operating 24 hour booking systems that make it easy to share the vehicles when available,
3. Marketing the service,
4. Sign-up and on-going management of members,
5. Billing and payment systems to collect membership fees and usage charges,
6. Vehicle cleaning, servicing and general maintenance,
7. Fuel card that allows the member to re-fuel the vehicle,
8. Insurance, registration and third-party cover.

If you require any further information regarding this proposal, please let me know. Carshare Australia is able to implement this service within three months of an agreement with UNSW.

Regards,

Rachel Moore

Operations Manager

Carshare Australia Pty Ltd (operating as GoGet)