



Planning &
Environment

SydneyOlympicPark 

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Commentary on the – *Sydney Olympic Park
Masterplan 2030*

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Provided by GoGet Carshare

Introduction

GoGet Carshare would like to thank the Department of Planning for the opportunity to provide comment on the new Draft Sydney Olympic Park Master Plan 2030. As Australia's first and largest carshare operator we believe we can provide a unique insight into the changes facing our society brought upon by the provision of new and innovative transportation offerings, such as carshare. Likewise we believe these societal changes require a new approach to Urban and Town Planning to ensure our cities and communities both adapt to and reflect the people who not only live in them today, but who will be living in them in 10, 20, and even 50-100 years from now.

The following document provides a brief background on carsharing, presents the context for carsharing within similar development plans, highlighting requirements and benefits based on research undertaken by transport and planning experts. We believe the following will underscore the need to consider shared mobility as an integral part of the Sydney Olympic Park's Masterplan.

Background

As background, GoGet has operated in Sydney since 2003, starting with 12 members sharing 3 vehicles and has since grown to over 90 000 members' nationally sharing over 2000 vehicles.

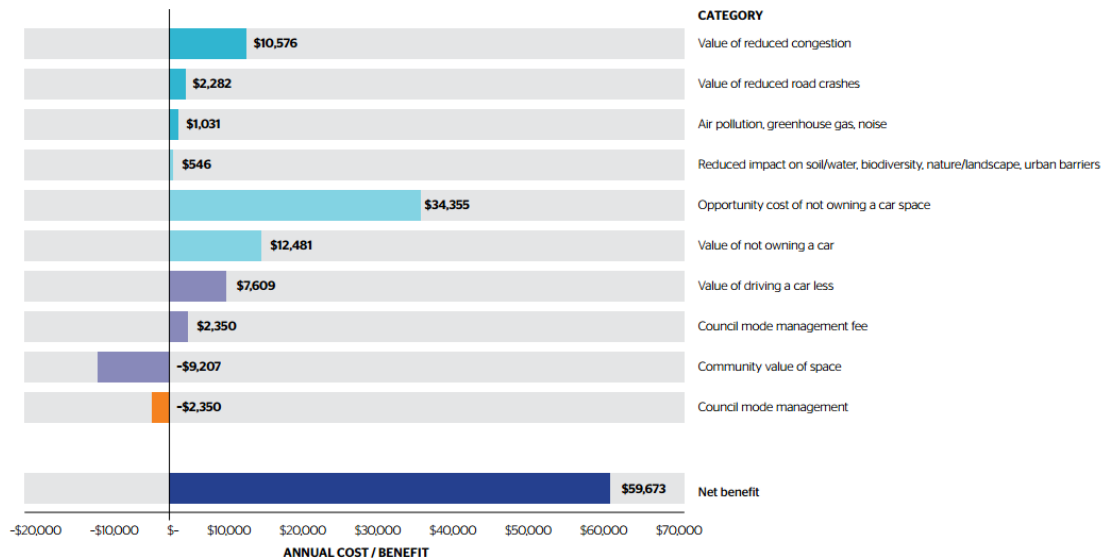
From the very beginning, and carrying on to today, we have operated under a philosophy of seeking to improve the liveability of our cities through Shared Mobility.

In essence, carsharing acts as 'the missing link' within our transport system, allowing residents and business to increasingly live car-free. Through the development of our network of shared vehicles we have allowed thousands of Australians to live without owning a car, or to avoid the purchase of a second vehicle. This has recently been quantified in a recent report by Phillip Boyle and Associates¹ as resulting in removing 10-14 vehicles from the road per carshare vehicle. This same report sets out that the impact of the service on the City of Sydney alone (with a network of 700+ vehicles) has removed roughly 10,000 vehicles from the road (equivalent to a line of parked cars on both sides of George Street running from the Central Station to Circular Quay), as well as removing up to 37 million VKT from the LGA per year.

These results provide a first class example of a public private partnership. It costs government very little to establish, but results in a Cost-Benefit ratio of \$6.16 in public benefit for every \$1 invested by the government.

¹ Phillip Boyle and Associates, *The Impact of Carshare in Australia* <http://www.sydney.org.au/wp-content/uploads/2015/10/CfS-Brief-Carsharing-Sydney-Snapshot.pdf>

SUMMARY OF BENEFITS AND COSTS

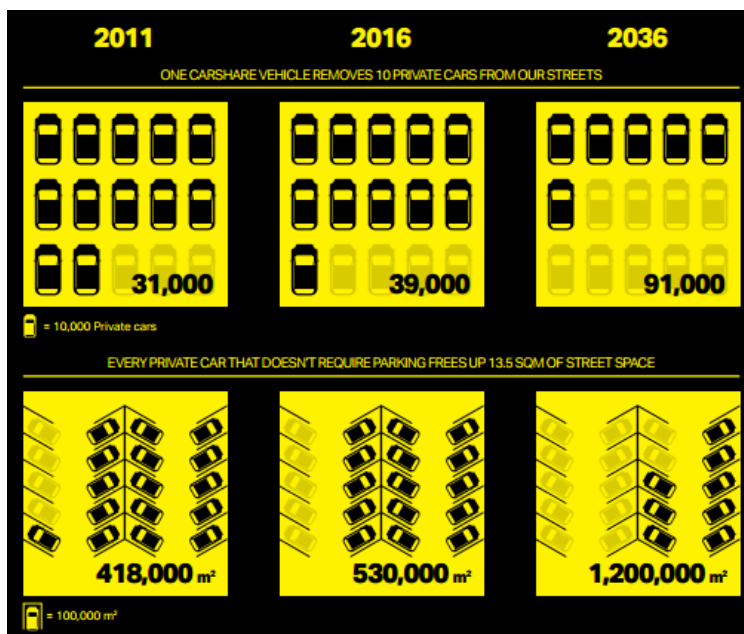


Note: Council administration and infrastructure has been estimated by the City of Sydney to cost \$2,350/space and is fully recouped from each service provider.

Source: PBA modelling

Likewise a recent report by AECOM² has reaffirmed these results and projected the potential impact shared mobility may have on our cities well into the future. Their forecast sees the potential to remove a noticeable amount of traffic off of our congested roadways, however to achieve this potential AECOM has identified 4 key points which government must address.

1. Help the Public Understand the Benefits of Shared Mobility
2. Create Local Government and Developer Shared Mobility Strategies
3. Connect Shared Mobility with Public Transport
4. Prepare for Multi-Hire Autonomous Vehicles

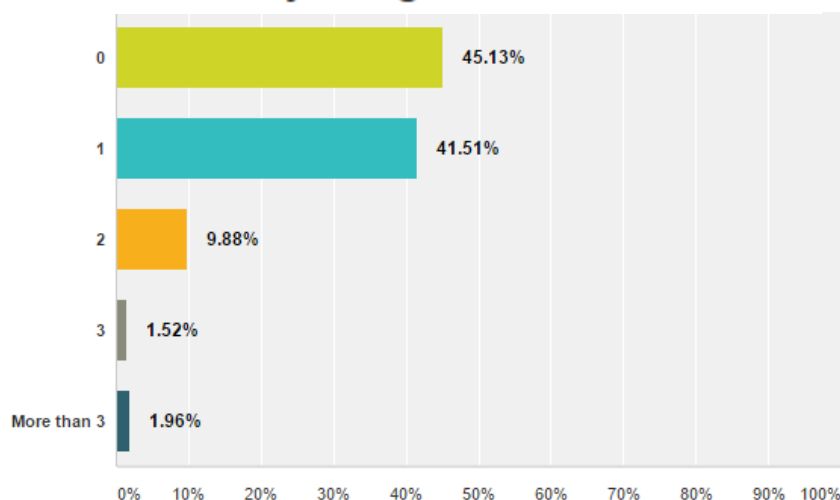


Source: AECOM

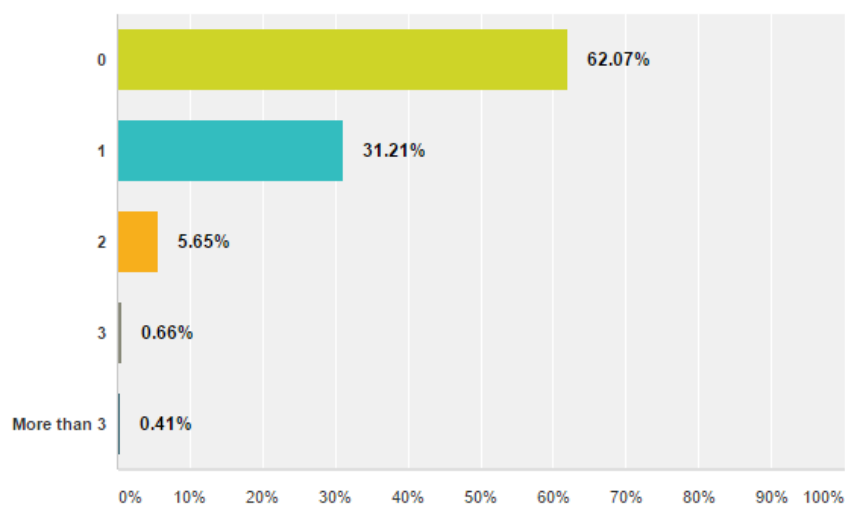
² AECOM, *Transport on Demand: Accelerating Australian Cities* http://www.aecom.com/content/wp-content/uploads/2016/10/AECOM_Transport-on-demand-accelerating-Australian-cities.pdf

Nationally 62% of all members report no longer owning a vehicle at all, with 50% of members reporting that they have actively avoided the purchase of a vehicle altogether (be it their first or a second vehicle) because of their access to carshare (Note these numbers include a high level of scooter and motorcycle owners).

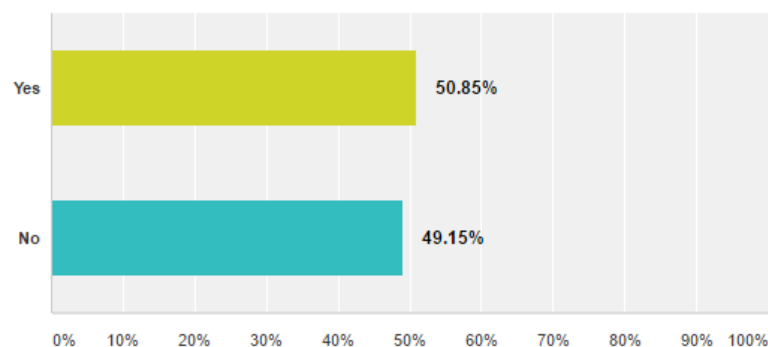
How many vehicles did you own BEFORE joining GoGet



How many vehicles do you CURRENTLY own?



Have you deferred a car purchase because of carshare



This impact has largely been the result of our supportive relationships with the community, Local Councils, property developers and private landowners. As a result of these partnerships, in large parts of our inner cities carshare has already shifted away from being merely an alternative service, into a fully-fledged piece of our Transport Infrastructure. This metamorphosis has been the result of the development of our on-street and off-street network of carshare locations (known as ‘pods’) which ensures that residents and businesses are able to utilise the service confident that the service provides the reliability and convenience needed to act as a private car replacement.

This network effect is the ultimate end goal for a carshare service, and is the necessary component to maximise the benefits already being seen in some suburbs. This effect also only requires a minimal investment in time, money, and space from government. For instance in the City of Sydney 15% of the residential community are members of GoGet (20,000+), while occupying less than 2% of all available parking spaces.

Carsharing’s inclusion in Relevant Planning Documents

It is important to note that consideration of the role of carsharing has been included in several planning documents and government policies relevant to the Sydney Olympic Park Masterplan. Together these documents provide context for how carshare can and must fit within the overarching vision of the Masterplan. In fact, the “default” position for many major developments today is to have carshare on-site as an amenity for residents and the surrounding community.

New Parramatta Road Corridor

UrbanGrowth NSW’s recently released strategy for Parramatta Road outlines the path for a renewal of the entire Parramatta Road corridor stretching from the CBD to Parramatta. Within this corridor key precincts have been identified including the area around Concord West, North Strathfield, and Homebush Stations, which abuts directly to the Sydney Olympic Park.



Source: Urban Growth NSW

UrbanGrowth NSW has identified Carshare uptake as a key indicator for the success of the strategy, identifying the need for both On-Street and Off-Street carshare locations, as well as a resident membership target of 10-15% of all residents being carshare members by 2031. This is further supported by the inclusion of parking rates which permit a reduction in overall parking required for every carshare vehicle located onsite.

It is important to note the approach taken to shared mobility within this document primarily due to its geographic proximity to Sydney Olympic Park, as well as the similar nature of development which is expected across both precincts, both in terms of built form and development timelines. We believe that both areas need a cohesive policy across regions to ensure that future residents are well served, and to avoid significantly different service levels when crossing the boundary, simply due to administrative barriers.

City of Canada Bay Carshare Policy

The City of Canada Bay abuts Sydney Olympic Park and is responsible for the developments taking place on the Rhodes Peninsula. Throughout the development of the peninsula the council has encouraged the adoption of on-street and off-street carshare bays to encourage travel behaviours which are less car dependant. This provides an ideal case study of a large scale development precinct which has adopted carshare as a strategic tool to encourage alternative forms of transportation amongst its new residents and businesses.

Parramatta City Council Carshare Policy

Parramatta City Council permits carsharing, and is actively working towards a redeveloped carshare policy to address the significant developments expected as it transitions into Sydney's second CBD. This is important to consider as while the Sydney Olympic Park Authority will remain the Consent Authority for the area, the park itself sits within the overall footprint of Parramatta Council, and abuts against several areas which will be subject to Parramatta Council Policies.

Apartment Design Guide

The Department's own Apartment Design Guide encourages the inclusion of carshare locations within developments where a local carshare scheme operates. While currently Sydney Olympic Park does not have an existing on-street network currently, as discussed above the surrounding areas will all permit on-street and off-street carshare locations, essentially ensuring the development of local carshare network.

Commentary on the Draft Sydney Olympic Park Masterplan 2030

GoGet is widely supportive of the intentions outlined within the Draft Masterplan, particularly the shift towards encouraging a modal shift towards public and active transport. We believe that this will go a long way towards combatting the entrenched car dependency in our cities, and places Sydney Olympic Park at the forefront of sustainable and innovative thinking towards the provision of parking within the Sydney region.

However, we believe that the goals set within the masterplan in regards to encouraging reduced car dependency, will be challenging to meet without providing future residents and businesses with an alternative to owning their own vehicle.

We strongly encourage the Department to look towards including reference for the need to develop a network of carshare vehicles within Sydney Olympic Park both on-street and off-street. While we

understand that on-street parking is a limited resource, we urge the Department and Sydney Olympic Park Authority to look into providing some on-street dedicated carshare locations to promote the service and set the tone within the public domain that residents can easily live and work in Sydney Olympic Park without needing to own a car. Additionally such provision would not be onerous, as only a limited number of spaces are required to support a significant member base, e.g: in the City of Sydney, 15% of all residents are members but carshare vehicle occupy less than 2% of all available on-street parking.

We also recommend that the Department investigate requirements for the provision of Carshare vehicles in residential and commercial developments within the park.

Typically GoGet recommends that when considering mandates for carshare within residential developments that council consider the below.

1. Carshare vehicles must be made available to members of the carshare organisation who live outside of the development itself,
2. Where possible, carshare locations should be encouraged to be designed into the building, i.e: as part of the landscaping/frontage of developments or at minimum in front of any security doors
3. Require 'carshare operations' instead of 'carshare spaces', and for carshare operations to have commenced prior to the provision of an Occupation Certificate.
4. That one carshare space be provided for every 20 units provided without parking or for every 100 units with parking.

To expand upon these points please see below.

1. Carshare vehicles must be made available to members of the carshare organisation who live outside of the development itself.

This will ensure the benefits and amenity of carsharing will be made available to the wider public and thereby allow existing residents, or future residents of neighbouring building without carshare vehicles onsite to live without a 1st or 2nd car. Further we note that there exist options to integrate carshare member card readers directly into the security system of a building. GoGet has been successfully integrated into several building across Sydney and Melbourne on this basis for nearly a decade and have seen no issues in regards to the safety and security of the carpark. Systems such as these provide access to the car parking areas only when existing members have a booking on a vehicle within the building, and removes access outside of booking times. These members personal details are retained by the operator and a detailed swipe log history exists outlining who has accessed the building and when. Lastly the equipment required to provide this access is provided free of charge to developers.

GoGet is happy to discuss this system and provide examples of successful integration should the Department or Sydney Olympic Park Authority have any questions.



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2. Where possible, for carshare locations to be encouraged to be designed into the building, i.e: as part of the landscaping/frontage of developments or at minimum in front of any security doors

While GoGet has worked to develop systems to integrate into building security, we do support that wherever possible carshare locations be in publically accessible locations (i.e: Areas where all members of the public can access) if the buildings site permits this. This ensure that there are as few barriers to entry as possible and typically ensures that the uptake and impact of carsharing is increased. A prime example of this is Trio Apartments in Camperdown (3 Booth Street, Camperdown) in which 10 vehicles are located in the driveway of the building, but located before the buildings roller door and are thus accessible and visible to all.

3. Require 'carshare operations' instead of 'carshare spaces', and for carshare operations to have commenced prior to the provision of an Occupation Certificate.

In addition to requiring the installation of carshare spaces, there should also be a control stipulating the need to officially commence carshare operations. GoGet very strongly recommends the adoption of such a stipulation as in the past, several developments have been able to get around DA condition by line marking and installing signs for 'carshare spaces' without ever actually commencing operations. We strongly believe that as such, DA conditions must also stipulate the commencement of operations prior to the awarding of an Occupation Certificate in order to avoid this issue.

We are happy to connect Departmental staff with officers within Councils who have investigated this phenomenon of empty carshare spaces in depth.

4. That one carshare space be provided for every 20 units provided without parking or for every 100 units with parking.

In our 13 years of experience the provision of a carshare space can reduce the need for parking for upwards of 20 units, this is due to the well-researched impact of a single carshare vehicle removing between 10-12 private cars. This ratio is further supplemented by residents who do not possess drivers licences, choose not to drive, or for some other reason are not interested in having access to a car, shared or otherwise.

While we recognise that this may be a greater reduction than the Department is comfortable with we would like to note that the Land and Environment Court has ruled in favour of permitting a parking shortfall on the basis of carshare availability, including at least one ruling which has set a precedent for a shortfall greater than the currently proposed 4 car parking spaces.

In **Sheer Property v Randwick City Council** the court's decision included acceptance that *"....it has the potential , in the longer term, to free up parking in the future should other new or existing residents choose to use the system."*

While in **Turner Architects v Botany Council** the court ruled that *"...a carshare car replaces up to 10 to 12 private cars. I am satisfied that provision of an on-site car share scheme...is adequate substitute for short fall of 8 car park spaces"*

Conclusion

We urge the Department consider the above commentary and proposed inclusion of shared mobility within the final draft masterplan, and would appreciate the opportunity to sit down with Departmental Staff to discuss in greater depth.

To conclude we would like to again thank the Department of Planning and Sydney Olympic Park Authority for the opportunity to provide comment on the Draft Masterplan, and would like to commend both for the development of a document which is ambitious and looks towards the future in the development of what will become one of Sydney's most vibrant and exciting suburbs. We believe strongly that this Masterplan will provide a positive future for the area and permit development that is both forward thinking and appropriate to the community.

We hope that the comments presented above will assist in the formulation of the final document and look forward to reviewing it upon completion.

As mentioned, should you wish to discuss the above submission further please feel free to contact us at your earliest convenience.

Regards,



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