



# Car Sharing in Strata Buildings 21st Century Transportation



greensharecar®

September 2010

“filling the mobility gap”

## Why would you buy a cow.....if all you want is a glass of milk?



Does it make sense to buy a cow just to have some milk every day? Of course not – and besides, where would you keep your cow? Why do we therefore insist on owning a car, when what we actually want is mobility? Instead of parking hassles, with car sharing we have the use of a car when we need it, but with none of the hassles or cost of ownership. In some of the world's most successful and livable cities, we are already entering into a world of new mobility practices that are changing the transportation landscape. As opposed to outright ownership, sharing is the new green theme.

Transport sharing is an important trend, one that is already starting to reshape some of the world's best cities. It is a movement at the leading edge of our most successful (and wealthiest and liveable) cities -- not just a traditionally watered down or second-rate transport option for the poor.

We have built our cities as if there was never going to be a problem with parking and traffic congestion. With amazing short-sightedness, governments at all levels and urban planners have obstinately ignored this issue or worse, suppressed it without fully understanding its ramifications to our lifestyle and the environment. In sustainable transport in the 21st century, the first rule is to learn to work better with what we have.

## Staff Profile



**Yasemin Corkill**  
Marketing Manager  
(Victoria)

Yasemin Corkill has 15 years experience as a senior manager working firstly in a technical role followed by a commercial capacity. She has worked for large multinational companies such as Cadbury Schweppes and GE Capital as well as mid-size businesses such as CSR Distilleries and Consolidated Foods Australia Ltd. As Yasemin's career has primarily involved sourcing, negotiations and identifying cost saving opportunities via service improvement, this holds her in good stead to understand the commercial needs of our clients without compromising the quality of the services required. In more recent times, Yasemin has used her experience in communication and commercial negotiation to

effectively forge strong relationships with Project or Development Managers in the Strata Development Industry. These forward thinking Managers are aware of the need to learn about the Share Car industry and Yasemin has successfully explained the best means by which such amenities can be incorporated into their developments using **greensharecar®**. Yasemin holds a Degree of Bachelor of Applied Science (Chemistry).

## Owners Corporation Benefits

With a **greensharecar®** you get a vehicle on demand without the usual expenses associated with vehicle ownership - registration, insurance, maintenance, repairs, depreciation, etc. There are no time constraints - you can book a car for as little as an hour or as long as required. It only costs you for the period that you need it.

The option of a **greensharecar®** has many benefits, especially when it is in a dedicated situation within a Strata complex where space is at an expensive premium. It can provide benefits such as:-

- Attract and retain great tenants by providing a convenient, costing saving incentive.
- Eliminate the need for a second vehicle or eliminate direct vehicle ownership completely.
- Provide improved access for business clients while reducing vehicle parking clutter.
- Open up additional parking for visitors because of the reduced need for permanent parking of vehicles that are minimally used.
- Open up parking areas for alternative usage.

Building owners and tenants receive a personal electronic key once they become a member to the **greensharecar®** on your property. The **greensharecar®** is parked on-site, providing easy and secure access. We can supply a large range of vehicles that are tailored to suit the needs of the complex. After consultation with our representative the strata management or member committees can decide what the most appropriate solution is for them. With a wide selection from Toyota Prius hybrids, Toyota Yaris, Toyota Corolla, and many more, you can select the vehicle or people mover that fulfills the needs of the complex and its occupants. With rates as low as \$5/hr or as low as \$51/day, tenants can have trouble-free motoring knowing that they are saving approximately \$12,000 annually by not having to personally own a vehicle or second vehicle.

**greensharecar®** works in partnership with the complex by supplying the vehicle(s) and the required backup systems while the complex provides the parking space(s). Together we market the vehicle facility as a convenient and valuable service which simultaneously promotes your property as being environmentally mindful.

## How It Works

All **greensharecar®** vehicles will be equipped with top of the range technology ensuring a hassle free experience for everyone involved. **greensharecar®** members will receive a personal security card allowing for easy access to the vehicles. They will first need to book the vehicle which can be done online or by telephone. They can book any time, day or night, up to a year in advance or at the very last minute. After a member has booked the vehicle, they will then go to the vehicle and swipe their personal card across the windscreen security reader of the **greensharecar®**. The doors will unlock automatically. The keys are in the vehicle. Once a member has finished using the vehicle they return it to its designated car spot.

## Buildings Consume 50% of the Global Energy

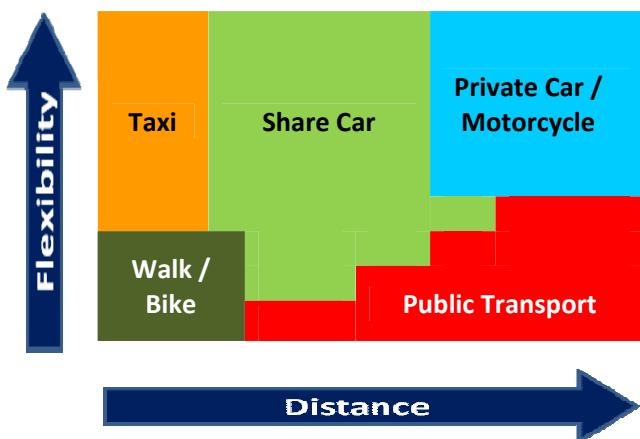
By 2011 Australian governments are expected to make changes to alter the Australian Building Code to require that all new residential and commercial buildings achieve a 6-star energy rating. Mandatory disclosure of the star rating on established residential properties placed on the market for sale and lease will be required to disclose the energy rating effective from 2011. To achieve this new criterion, innovative and smarter approaches in both construction and building efficiencies will be needed by developers and managers.

The diagram below illustrates how Car Sharing fits into our traditional mobility options. Car Sharing fills the existing mobility gap between walking, biking, taxi, direct car ownership and public transport.

## Individually Owned Cars are only used 5% of the Time

There has been extensive research into car use by numerous governments and individuals. They have discovered that the majority of cars sit immobile 95% of the time. One simple way to calculate the percentage of the time cars are parked is to estimate the percentage of the time they are driven and then subtract this number from 100%.

Surveys in Perth, Western Australia and in Lyons, France found similar results. George Brown, Richard McKellar, and Heidi Lansdell report that the average private car in Perth spends 18.5 hours parked at home during the average day. With the remaining 5.5 hours away from home, the car spends only 45 minutes moving on the road system and is parked for the other 4.75 hours. The average car is therefore parked for 23.15 hours a day, or 97% of the time. The data from the Lyons household survey in France by J.P. Nicholas, P. Pochet and H. Poimboeuf found that cars are moving only 4.7% of the time. With this extremely inefficient and costly usage of privately owned vehicles, it becomes obvious why the world has begun to embrace the concept of car sharing.



## 30 Day Trial

greensharecar® is currently taking expressions of interests from property managers and/or committee members from high density buildings with a minimum of 100 carpark slots. Our FREE 30 day introductory offer provides the installation

of a ShareCar at the property at no cost to the OC. All we require is a car space for the vehicle and we will do the rest. If the vehicle gets a certain amount of usage, we can permanently place a vehicle in the building. To find out more about this offer please call greensharecar® on 1300 575 878.

By partnering up with greensharecar® you can provide your tenants and OC members with the value added benefit of having ShareCars conveniently available to them right in their own building. And with the likely prospect that high greensharecar® usage occurs, each OC member will save on OC fees.

The ShareCar will only be utilised by the building's occupants and any other person authorised by the Owners Corporation (OC) or any other person who the (OC) manager may authorise use from time to time. All persons who wish to use the amenity must first become members of greensharecar® in order to access the exclusive ShareCar or its dedicated ShareCar Park. All potential users will be required to complete an online **Application Form**. Upon approval it will form the contractual obligations between greensharecar® and the individual member in respect to the use of the ShareCar at the respective location.



## Melbourne 2030

Melbourne is currently the fastest growing city in Australia. By 2030 Melbourne is expected to reach a population of 5 million with the overwhelming majority of its residents relying on private cars. Since the turn of the century, numerous efforts have been made by various levels of government to implement transit-oriented development principles. However, the lack of commitment and funding by past governments have resulted in poor public transport infrastructure resulting in overcrowded and unreliable public services. Recent changes to planning and zoning laws is encouraging property developers to create more affordable and sustainable developments in the inner city.

The Metropolitan Strategy **Melbourne 2030** is a Victorian Government strategic planning policy framework for the metropolitan area of Greater Melbourne and is intended to cover the period from 2001 to 2030. During this period the population of the metropolitan area is expected to grow by another million people to over 5 million. Projections now predict Melbourne's population could reach 7 million by that time and the State Government has since changed its strategy on the policy, abandoning the urban growth boundary in the north and west of Melbourne and compromising green wedges.



### The Benefits of a Share Car in Planning Policies

Car sharing provides a means to reduce parking ratio provision in new developments. Each share car typically replaces 15 private cars as residents convert from owning a primary or sometimes second car. By reducing or eliminating the need for onsite parking, this alone will help reduce the cost of new apartments as cost savings are evident. Along with easing traffic impact in the development, the reduction of parking allocations also creates opportunities to allow for more apartments within a development. A professional share car organisation with extensive property management history can place a share car in the development for the life of the building if implemented correctly from the early planning stages. **greensharecar®** can see it from beginning to end until the building has reached approval from all relevant authorities. Alternatively, land not used for parking purposes can be dedicated towards alternative amenity developments such as green space, play areas or extra units.



**greensharecar®** has been working with local councils to implement ShareCars in council controlled parking lots. It has been noted that councils and governments in Australia generally have a very limited understanding of the benefits associated with car sharing. **greensharecar®** will soon be releasing Edition 1 of "*Car Sharing In Australia*" - a guide aimed at assisting all professions involved in the property development industry such as council town planners, architects, and government including transport and sustainability department heads and responsible ministers.



### Sienna Apartments in Travancore - One of the First to Adopt Share Cars into a Strata Development

What if someone said to you 15 years ago that one day you could afford to live in a building so close to the city that you could walk there and shop at David Jones? That you could catch the tram at your doorstep and not have to worry about the maintenance or insurance on the property or have the need to own a car any longer? You would have thought it couldn't be possible. Lucky you, for in 2010 all this is possible.

A progressive developer, the Bensons Property Group has always sought ways to create 'ahead of the market' developments. All their buildings incorporate environmentally responsible design and the aesthetic integration of art and sculpture. Bensons keeps pace with constantly evolving lifestyle trends by confronting and embracing change such as the introduction of car sharing in their multi-use development at Travancore which consists of more than 800 apartments and retail outlets. The developer, after consultation with **greensharecar®** implemented two ShareCars in the development, with a further three parking allocations being available if the car sharing scheme proves itself successful over the coming months.



Car Sharing in new property developments will be introduced by all councils at planning stages to address such pressing issues as traffic congestion and the reduction in carbon dioxide by eliminating direct car ownership. It has been proven that every share car will eliminate 15 privately owned cars and this figure is rising every year. In the year 350 BC Aristotle profoundly said something that is still relevant today, "**On the whole, you find wealth more in use than in ownership.**"

### Conclusion

To date **greensharecar®** has not officially launched but have been very active in recent months negotiating with councils for the allocation of street parking in designated locations in various inner city locations. **greensharecar®** will initially launch a total of 32 ShareCars throughout the CBD and surrounding suburbs. We are also negotiating with leading Melbourne property developers to include ShareCars into their future developments at the ratios of 1 ShareCar per 50 apartments. The buildings of the future will have less car parking spaces to address traffic congestion and to encourage building occupiers to use this more cost and time efficient system rather than owning their own vehicles.

Join **greensharecar®** and help us in the transition towards a sustainable future by adopting a carbon free driving culture.

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