



PHILLIP BOYLE
& Associates



Use of Public Space for Mobility

Vancouver

22 September 2015

Which is Melbourne?

Melbourne



Not Melbourne



Which is Melbourne?

Melbourne



Not Melbourne



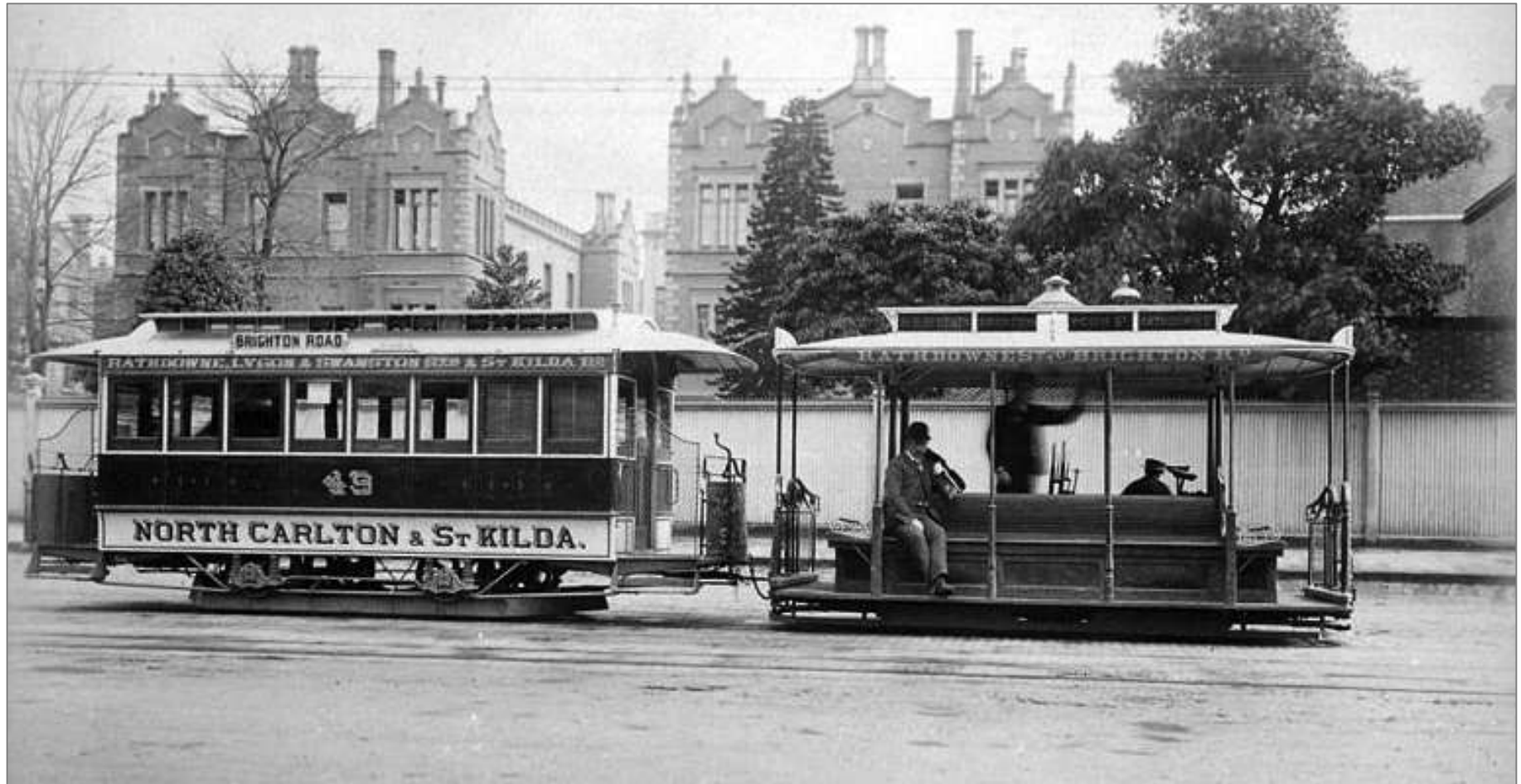
Sydney



Melbourne



Space used by transport companies



The project will deliver an upgraded explanation and upgraded

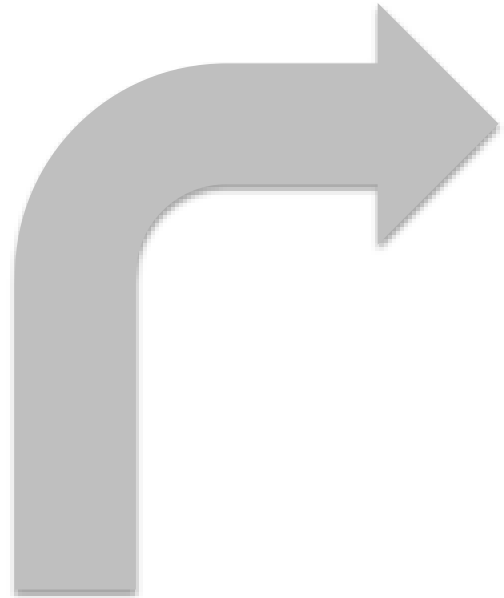
ECONOMIC MODEL



goget
.com.au

flexicar.com.au

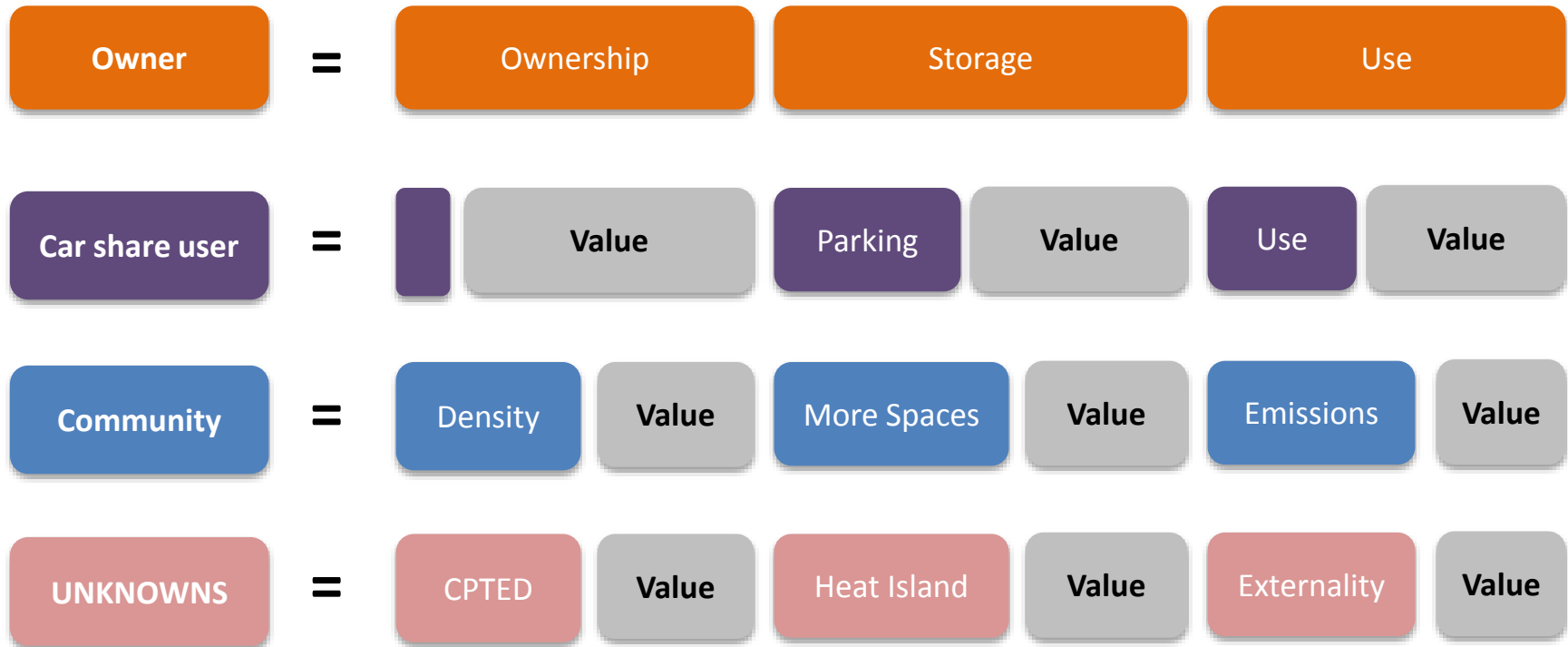
greensharecar
when you need to drive







Value is saved in layers



IMPACTS WE CAN SEE

Transport

Public Health

Economic

Environment

Congestion

Sedentary lifestyle

Lower cost of living

Urban impact

Kerbside parking

Trauma

Local economic multiplier

Emissions

Mode Shift

Local pollution

Lower housing costs

Stormwater

Noise

Higher value built space

Open space

Higher value land

Urban heat island

Higher value public space

IMPACTS WE CAN MEASURE

Transport

Public Health

Economic

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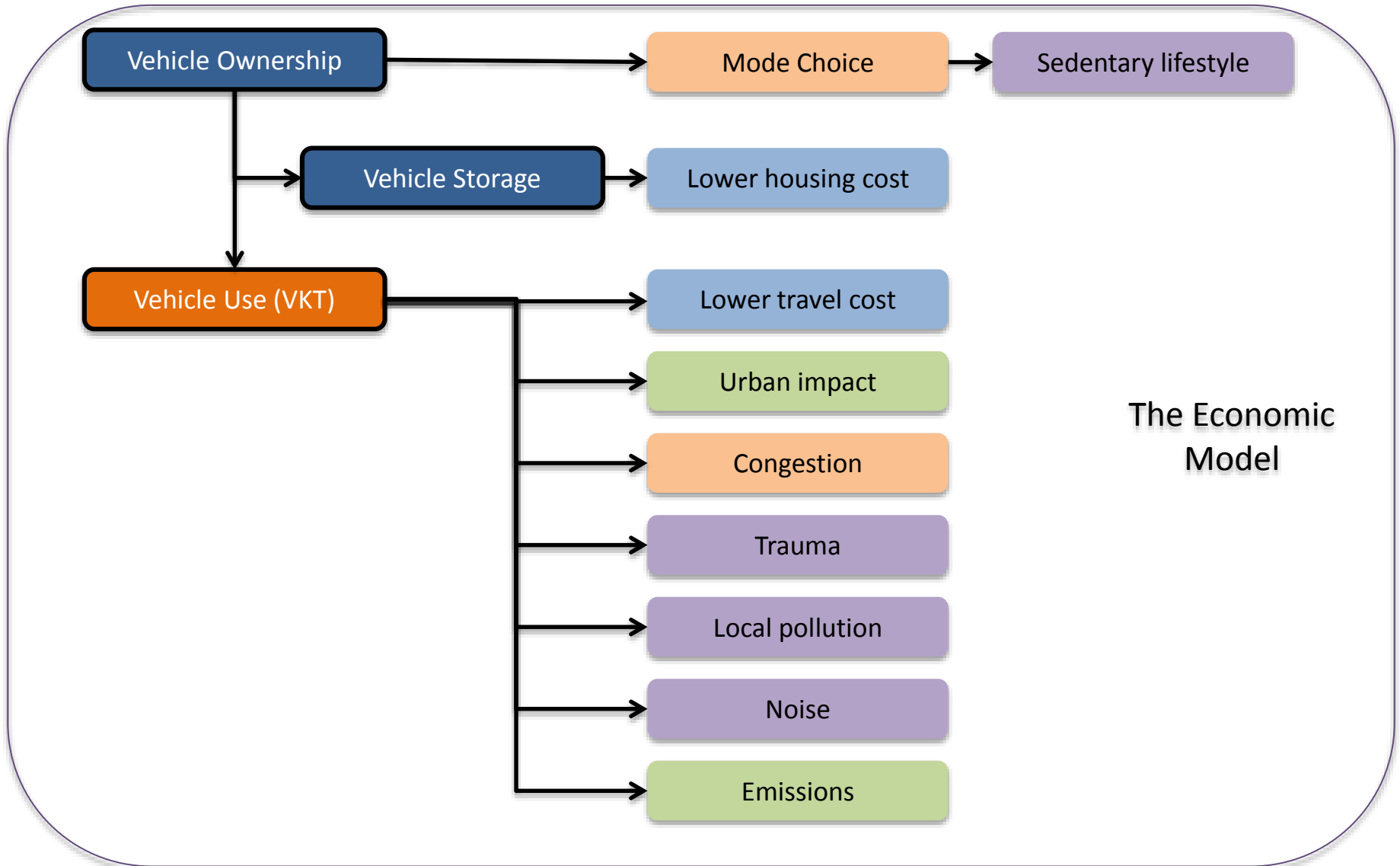
Emissions

Local pollution

Noise

VALUE OF IMPACTS

Interaction between factors



The Economic Model

REDUCED OWNERSHIP

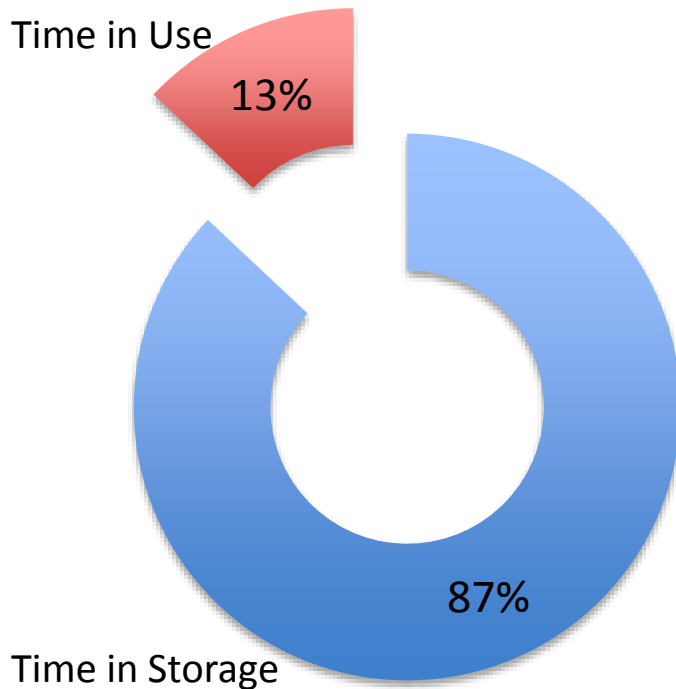
Members reduce their car ownership

MEMBERS WHO	Cars avoided/member
Do not replace their car	0.12
Can sell their car	0.12
Can avoid buying a car	0.09
Use the service as 'an extra car'	0.17
TOTAL	0.5

Source: PBA analysis of various sources including local member surveys undertaken in 2013

REDUCED STORAGE

The average car is 85% idle



Average Australian Vehicles

In motion (IM)

- 15,000 km every year
- @ 40 km/h average
- IM = 375 hours

Time at destination parking (P)

- Assume $P = 2 \times IM$
- 750 hours in 'parking'
- IM + P = 1,075 hours in use (IU)

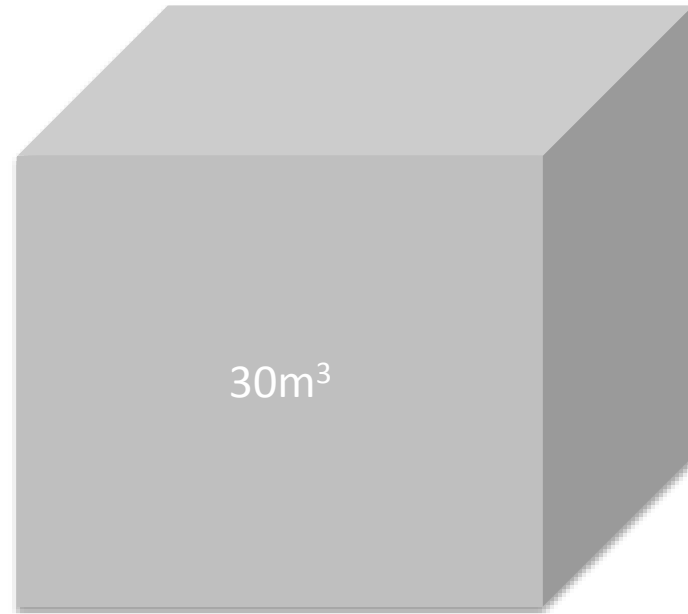
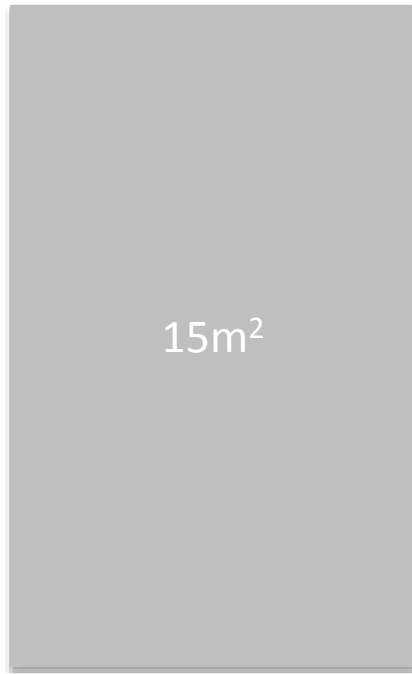
Time in storage (S)

- 8,760 hours in a year
- IU = 1,075 hours
- S = 8,010 hours or 87%

Fewer stored cars



What else could we use the space for?



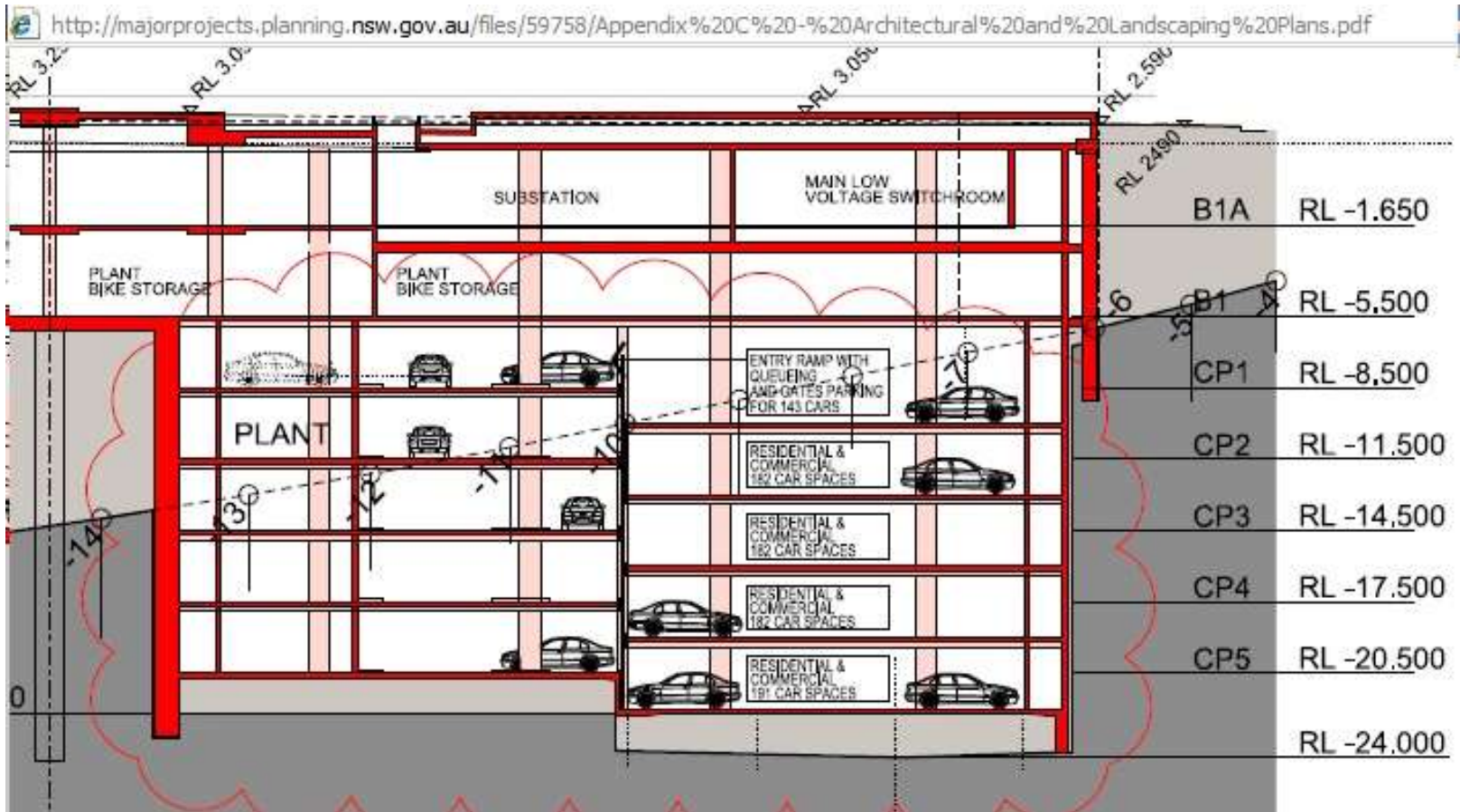
Kerbspace options



In building podiums



In basements



As structures



As 1,100 apartments

Lower cost of living

Local economic multiplier

Lower housing costs

Higher value built space

Higher value land

Higher value public space



REDUCED USE

Data on reduced use

Typical Owner Australia

15,000km each year

Typical Owner

Owners in the City of Melbourne drive 5,000km every year

Carshare

Car share users in City of Melbourne drive 2,500km every year

Data on reduced use

Typical Owner Australia

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Typical Owner

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Carshare

NEW
VALUE

Car share users in City of Melbourne drive 2,500km every year

Members who switch modes

MODE SHARE OF MEMBERS	BEFORE	AFTER	AVERAGE MODE SHIFT
Bus	5.3%	11.2%	+5.9%
Train	10.6%	11.4%	+0.8%
Tram	12.1%	12.8%	+0.7%
Walking	9.8%	13.7%	+3.9%
Bicycle	20.8%	24.2%	+3.4%
Car/Motorbike	41.4%	26.6%	-14.8%

Note: This data is highly specific to the location being served and must be generated for each area in a robust manner

Source: PBA analysis of various sources including local member surveys undertaken in 2013

Mode switchers get more physical activity



Public Health Agency of Canada / Agence de la santé publique du Canada

Canada

Public Health Agency of Canada
www.publichealth.gc.ca

Français Home Contact Us Help Search Canada.ca

Home > Health Promotion > Healthy Living > Physical Activity > Benefits of Physical Activity

Main Menu

- About the Agency
- Infectious Diseases
- Chronic Diseases
- Travel Health

Benefits of Physical Activity

Physical activity offers a range of benefits for all ages and abilities as part of a healthy lifestyle.

Be Active!



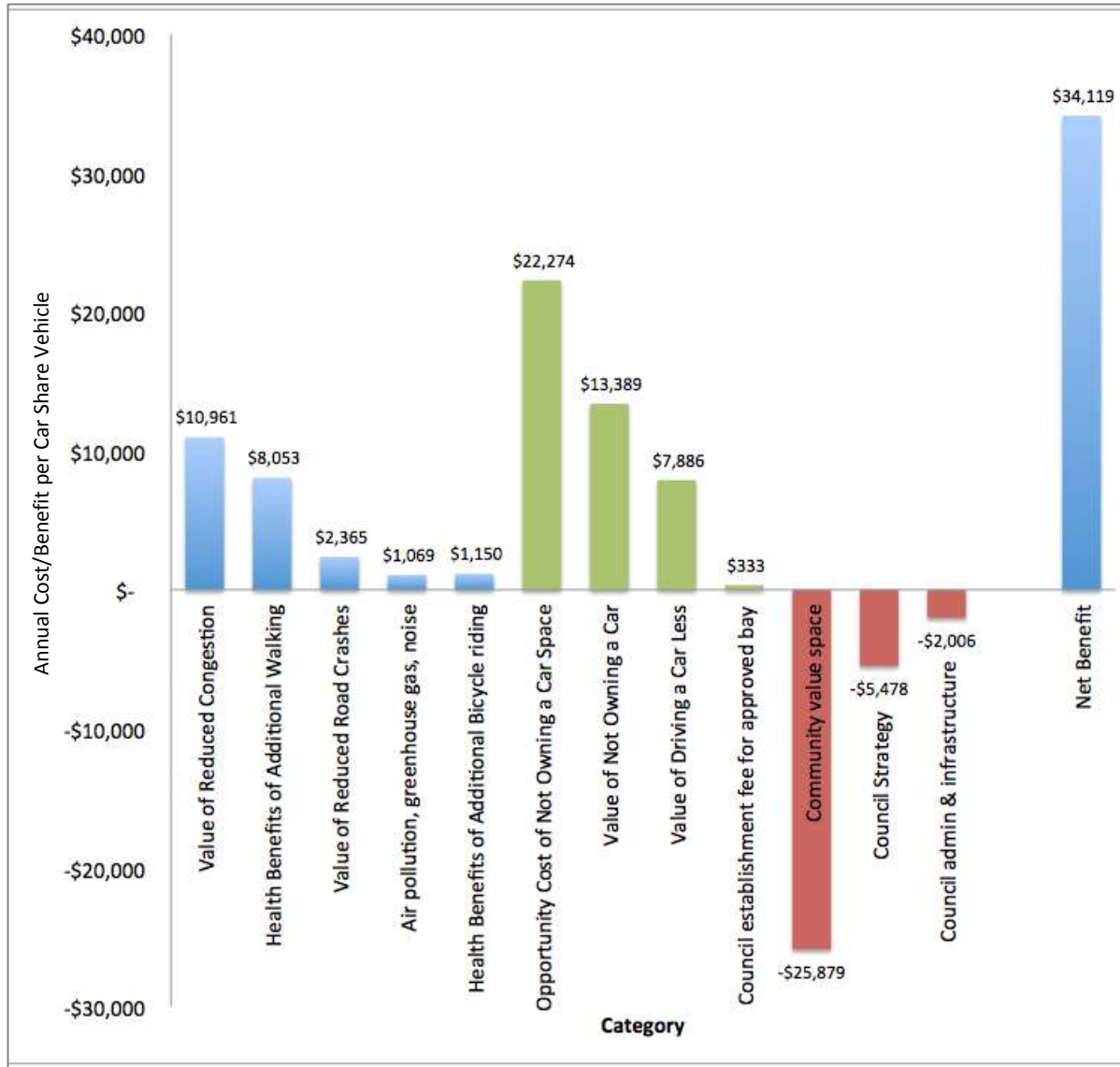
Members increase their physical activity by around 9 minutes/day

Mode	Minutes/day
Bus	+0.25
Train	+0.13
Tram	+0.38
Walking	+8.39
Bicycle	+0.40
Car/Motorbike	+0.12

Note: *This data is highly specific to the location being served and must be generated for each area in a robust manner*

Source: *PBA analysis of various sources including local member surveys undertaken in 2013*

Benefits and Costs



Stand by for our next report



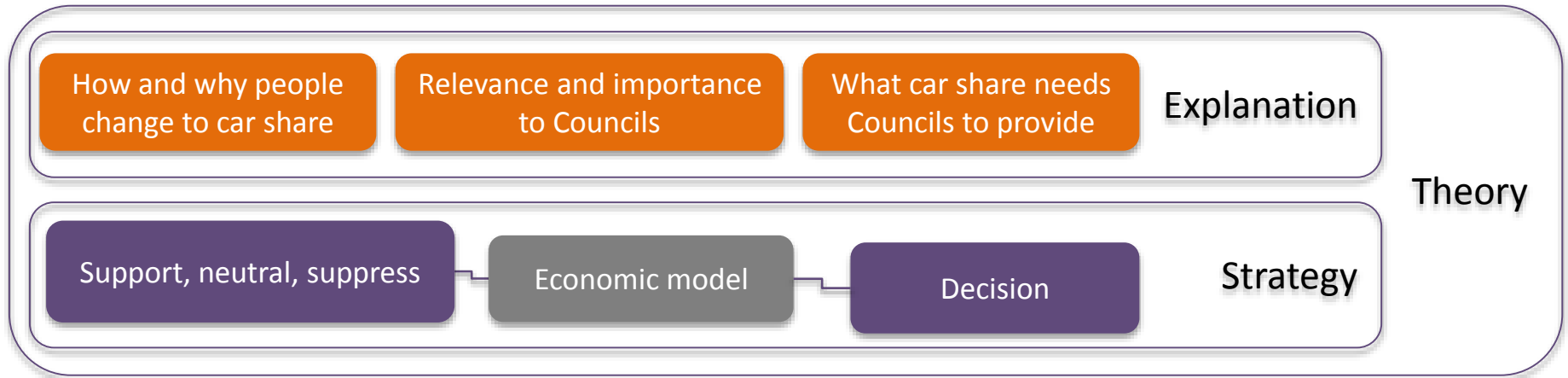
The Impact of Car Share Services in Australia



International Carsharing Association
9 September 2015

The project could also explore the

PRACTICAL BARRIERS



Is car sharing like...

a Library?



We subsidise to generate
a community benefit

Rubbish?



We pool funding and break
even for community benefit

Café tables?



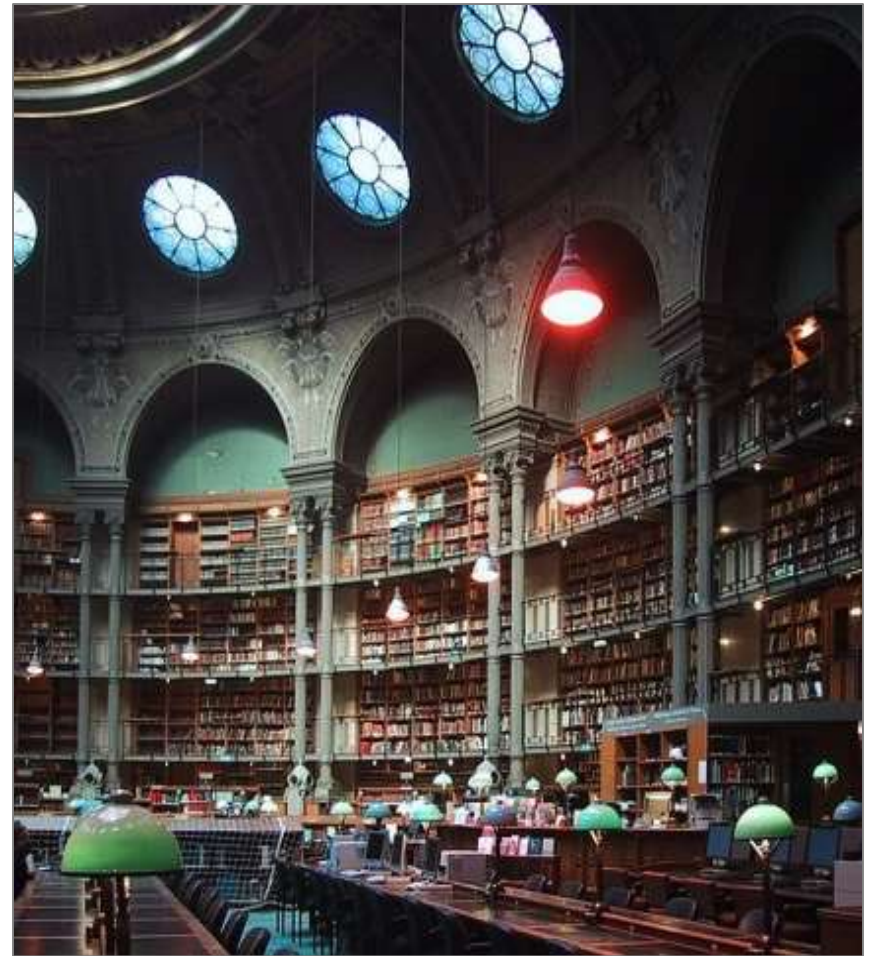
We tax them to reflect
private use of public space

Or is it like resident parking...



We provide free space for personal benefit

Renting low use items is cheaper



Private companies want access to our scarce public space



World's most livable city

(1998, 2001, 2003, 2005, 2011-2015)

The
Economist

Intelligence
Unit



Questions?



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